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BROADCASTING TELECASTING

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DETROIT

Because it works...
more advertisers
use WOR radio
than any other
New York radio
or tv station

Broadcast Advertisers Report, June 1954 (National Spot & Local Advertisers)
WOR • 1440 Broadway, New York 18 • Key Station of Mutual Broadcasting System

WLS

personalities build LISTENER LOYALTY

WLS has long been noted for its station personality — and for the personalities on the station. One of those who is helping to build that reputation is . . .

WOODY MERCER

Woody Mercer is one of the newer members of the WLS staff. But he's quickly proved his right to a top spot in a Star Studded group of National Barn Dance entertainers.

Another native Arizona ranch boy, where he learned to sing in the natural style of the west, and the composer of some one hundred songs, Woody has been an immediate hit with WLS listeners. For instance:

> This summer he's been featured on an hour long, Monday thru Friday afternoon program. In three of the four quarter-hour periods, he's first in listenership in the Nielsen Chicago area according to the latest NRI report.

In Woody Mercer, WLS has another star in the high tradition of the great personalities who have built WLS listener loyalty. A fine talent, an easy, casual manner, a genuine liking for people, combined with the sincerity that characterizes all WLS personalities, have already won for him the audience confidence and loyalty that always means *Results* for WLS advertisers.

LISTENER LOYALTY PREDICATES ADVERTISING RESULTS

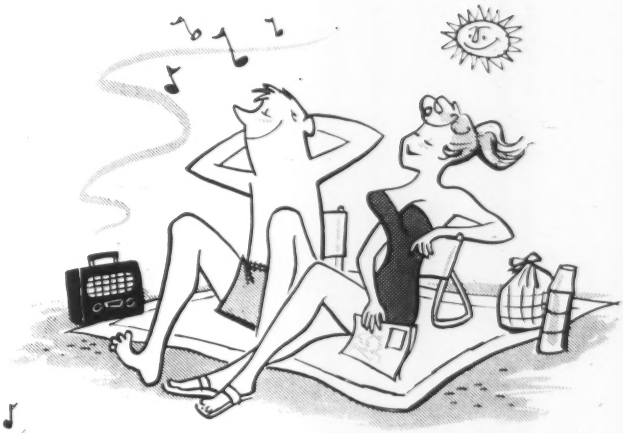
WLS
The PRAIRIE FARMER STATION
CHICAGO 7

CLEAR CHANNEL HOME OF THE NATIONAL BARN DANCE
890 KILOCYCLES • 50,000 WATTS • ABC NETWORK

SEE YOUR JOHN BLAIR MAN

in PROVIDENCE –
wherever you go,

WHIM
it's radio!



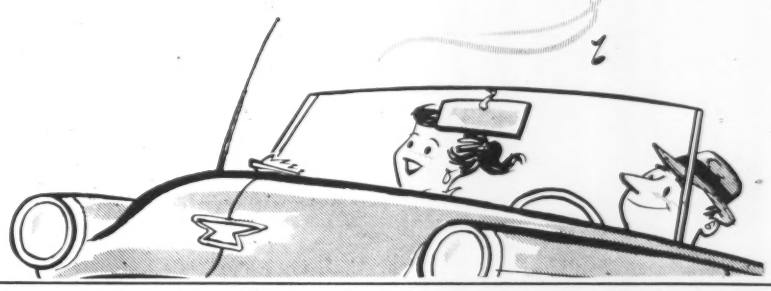
Any day of the week, WHIM delivers the largest out-of-home audience* of any Providence radio station
For example:

Mon. - Fri. 12 noon — 6 PM

WHIM	26% share
Net. Sta. A.	14%
Net. Sta. B.	13%
Net. Sta. C.	12%
Net. Sta. D.	12%

For the whole story, ask Headley-Reed!

* Pulse, Inc. –
Out-of-Home Providence, April '54.



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Covers a vast, prosperous territory — a rich target for your advertising dollar

WGAL-TV PRIMARY MARKET

TV sets	554,915
families	803,200
effective buying income	$4,226,847,000
retail sales	$2,654,371,000

COVERING

York	Westminster	Carlisle	Shamokin
Hanover	Harrisburg	Shippensburg	Coatesville
Gettysburg	Lebanon	Martinsburg	Lewisburg
Chambersburg	Sunbury	Reading	Huntingdon
Frederick	Lewistown	Pottsville	Waynesboro
Hagerstown			

STEINMAN STATION

Clair McCollough
President

Representatives

MEEKER TV, INC.

New York
Los Angeles
Chicago
San Francisco

closed circuit.

FOX-WELLS Co., New York investment firm, is negotiating for KFSD-AM-TV San Diego for $2.8 million. Acquisition would include substantial real estate as well as plant and equipment of ch. 10 station and KFSD, NBC Radio-affiliated 5 kw regional. Tom Sharp, who holds two-thirds, and other entities which merged to get ch. 10 outlet last year would sell to new corporation, KFSD Inc. George A. Wells, of South Bridge, Conn., and New York, is former president of American Optical Co., and Heywood Fox is former top executive of optical firm. Also in group is William T. Lane, Syracuse advertising agency owner and former directing head of WAGE Syracuse and WLTV [now WLWA (TV)] Atlanta.

★ ★ ★

TV STATION OWNERS in secondary markets (below first 75) are beginning to exert pressure looking toward "full network" discounts which would bring them daytime programs not now being bought beyond top markets. They argue this was done in radio and that with program-talent costs already underwritten by advertisers, additional time costs for expanded network coverage would be bargains.

★ ★ ★

SOME Television Bureau of Advertising committeemen indicated privately Thursday they wouldn't need to go outside their own ranks to find choice for TvB presidency. Mentioned was Richard A. Moore, KTTV (TV) Los Angeles, acting head of original TvAB, who impressed NARTB committeemen with his enthusiasm for project following merger decision.

MULTIPLE ownership proposal to boost tv station limit from five to seven (with not more than five vhf) will be made final by FCC "the day after the Senate goes home," says Comr. Frieda B. Hennock. "I'm not talking out of school," she says, "since I'm the only dissenter."

★ ★ ★

STORER BROADCASTING Co. is being hit at rate of $1,000 per day on its $8.5 million-plus acquisition of Empire Coil Co. [and its stations, WXEL (TV) Cleveland; KPTV (TV) Portland, Ore.], now awaiting FCC approval. Cut-off date of July 21 applied and interest on money involved is running to that figure.

★ ★ ★

MARTIN B. CAMPBELL, veteran broadcaster who has supervised activities of *Dallas News'* stations (WFAA-AM-TV) for 22 years, is on leave of absence preparatory to retirement. Two years ago he delegated management of WFAA to Alex Keese and of WFAA-TV to Ralph Nimmons. Mr. Campbell's retirement coincides with that of another veteran, H. K. Carpenter, from supervisory operation of WHK, *Cleveland Plain Dealer* station (story page 96).

★ ★ ★

IN LINE with expansion plans, John Blair & Co., New York, station representative, intends to appoint Tucker Scott, now coordinator and time administrator, radio-tv department, BBDO, New York, as its new sales development manager, and to promote Wells Barnett, current sales development manager, to assistant to president. Other personnel changes expected, effective in mid-August.

★ ★ ★

WITH departure of Tucker Scott (see above) from BBDO, realignment of time-buying personnel is planned to absorb Mr. Scott's duties. Richard McKeever, time-buyer, will assume some of functions with other timebuyers shifted to take over his current accounts.

★ ★ ★

AFTER MONTHS of consideration, Civil Service Commission has cut back grades of secretary and assistant secretary of FCC on ground that functions do not justify classifications of $10,800 and $9,600, respectively. Although cutbacks would be small (perhaps $200 for secretary and less than $100 for assistant secretary), FCC nevertheless has appealed action, protesting implied reduction in status. Mary Jane Morris, former attorney, is incumbent secretary, and William P. Massing, veteran staff executive, is assistant secretary.

★ ★ ★

NEGOTIATIONS underway with MBS to carry proposed weekly radio broadcasts for Manion Forum of Opinion, now in organizational stage. Details being worked out by E. Ross Humphrey & Assoc., Chicago agency which handles For America advertising and which arranged talk by Dr. Clarence E. Manion, former dean of law at Notre Dame U., on 472 Mutual stations June 16. Fifteen-minute talks pegged to start around Labor Day. Forum would be privately-financed, non-profit group. Dr. Manion was former chairman of President Eisenhower's government relations commission.

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Now you can reach even more of Indiana with WFBM-TV!

HIGHER TOWER AND HIGHER POWER RAISE NO. OF TV HOMES COVERED BY 65.4%

Our recent power increase (to 100,000 watts ERP) and our new tower (1019 ft.) accomplished this:

- Extended our coverage area to 80 miles from Indianapolis in all directions
- Added 76.1% more households
- Upped no. of counties covered by 122.2%

When you consider the number of tv homes now within reach of your commercial on WFBM-TV—more than 660,000—you must consider Indiana's Number One Television Station. For further details, check with the Katz Agency.

WFBM-TV Indianapolis • CBS

Represented Nationally by the Katz Agency

Affiliated with WEOA, Evansville; WFDF, Flint; WOOD AM & TV, Grand Rapids

at deadline

WITNESSES WILL TESTIFY LAMB LIED ABOUT COMMUNIST TIES, FCC PROMISES

BROADCASTER-publisher Edward Lamb Friday charged FCC with "smear and run" tactics in making public bill of particulars alleging he lied in saying he never had communist associations. "They have sought to convict by headlines," he said.

MR. LAMB

Resume of FCC charges was delivered by hand Thursday to law firm of McGrath & Brown (J. Howard McGrath, ex-U.S. Attorney General and Mr. Lamb's counsel) and made public at FCC about noon Friday. It summarized case FCC will present at license renewal hearing Sept. 15 on Mr. Lamb's WICU (TV) Erie.

Reciting sworn statements by Mr. Lamb that he never had communist ties, never advocated overthrow of government by force and in fact is militant anti-communist, FCC resume said witnesses would testify to following information, which "if true and correct," indicates:

Mr. Lamb during 1934-48 "knowingly associated" with members of Communist Party and in particular 1934-40 with Party in Toledo; at gathering in Marion, Ohio, in 1934 he "urged formation of certain organizations . . . one of which . . . was to function secretly under the leadership and direction of the Communist Party."

Mr. Lamb contributed to Communist Party in Toledo in or around 1934 after solicitation by individual he knew to be a Communist. During 1936-41 executive board of Communist Party in Lucas County (Toledo) "considered Edward Lamb a source of funds" and in response to solicitations, he contributed. "More particularly, in this period Edward Lamb contributed funds to aid in (1) sending delegates to a National Convention of the Communist Party, (2) financing a Communist Party gathering, and (3) defraying expenses attendant upon an official visit to Toledo, Ohio, of a National Official at the Party."

During 1944-48 he was considered source of funds by Lucas County organization and contributed. During same period he was "regarded by certain Communist Party officials as being subject to Communist Party discipline." His reputation among members of Party in Toledo 1934-48 "was that of an individual who intellectually accepted Communism, who consciously adhered to the Communist Party line, and who could be counted upon for assistance by the leadership of the Communist Party in Ohio."

On or about Sept. 18, 1944, he was one of principal speakers at dedication of Communist Political Assn.'s headquarters in Toledo, commonly known as Lincoln House, "at which dedication he pledged and contributed money and promised his continuing aid and support for said headquarters."

In connection with Mr. Lamb's statement he "used all instruments of public information at his disposal to attack vigorously and effectively the Communist Party and everything it stands for," FCC resume said Broadcast Bureau "proposes to introduce into evidence certain writings of Edward Lamb, including his book *The Planned Economy in Soviet Russia.*"

Resume continued, "During the pendency before this Commission of the instant application, Edward Lamb has made statements . . . [which] all bear upon the issues in the instant proceeding and, if the information in the possession of the Commission hitherto referred to is true and correct, Mr. Lamb . . . has misrepresented facts to the general public, to a Committee of the U. S. Senate, and to the Federal judiciary in such degree as to seriously reflect upon his qualifications to continue to be a broadcast licensee or to receive further authorizations from this Commission. . . .

"Because of what appear to be contradictory statements by Mr. Lamb as to the period of his membership in certain organizations (that is, whether he belonged thereto when those organizations were on the Attorney General's list or whether he resigned therefrom prior to or at the time of their designation by the Attorney General) . . . the Chief, Broadcast Bureau . . . hereby informs Mr. Lamb that he intends to inquire into Mr. Lamb's membership in and resignation from these organizations, all listed by the Attorney General as being either subversive, totalitarian, fascist, or communist." Organizations cited, with Mr. Lamb's alleged affiliation, were:

Civil Rights Congress, sponsor—1947; Committee for the Protection of the Foreign Born, vice chairman—1941-43 incl., 1945-48 incl.; Inter-National Labor Defense, legal advisory committee—1936-39; national committee, 1939 and 1943; National Federation for Constitutional Liberties, member executive committee—1940-43.

Resume was signed by Curtis B. Plummer, Broadcast Bureau chief, and attorneys Walter R. Powell Jr. (chief of Renewal and Transfer Division), Thomas B. Fitzpatrick and Arthur J. Schissel.

LAMB ISSUES WARNING

EDWARD LAMB, through J. Lacey Reynolds, Washington correspondent for his *Erie Dispatch*, warned Friday that "anyone, whether in the government or out, who challenges my loyalty and Americanism is going to face the courts for an accounting." Mr. Lamb said he will prosecute damage suits totaling $1.5 million at Nashville against Rep. Pat Sutton (D-Tenn.) and several local radio-tv stations for talkathon utterances. Mr. Reynolds said he will press his suits there also totaling $1.5 million [B•T, Aug. 2, July 19].

THE AMENITIES

STATEMENT expressing delight at plans worked out by tv stations for new TvB (see story, page 34) issued Friday by T. F. Flanagan, managing director, Station Representatives Assn., on behalf of SRA "members who originated the TvAB movement." SRA from beginning had two-fold purpose, he said: "to get a tv promotion bureau established now instead of an indefinite several years hence, and to establish the kind of bureau which the stations want. The fact that for the first time in this type of all-industry organization there is a separate department for the promotion of national spot is a great triumph for the stations."

• BUSINESS BRIEFLY

CHESTERFIELD BUYS • Liggett & Myers Tobacco Co. (Chesterfields) on Oct. 4 starts sponsoring *Perry Como Show* on CBS Radio, Mon., Wed., Fri., 9-9:15 p.m. On Oct. 2, L & M will shift *Gunsmoke*, now on CBS Radio, Mon., 9-9:30 p.m., to Sat., 8-8:30 p.m. Chesterfield agency is Cunningham & Walsh, N. Y.

STAG BEER TO EW • Griesedieck Western Brewing Co., St. Louis, appoints Erwin, Wasey & Co., Chicago, to handle advertising for Stag beer effective Oct. 1. Broadcast media to be used. Account formerly serviced by Maxon Inc.

NABISCO FOR 'IVY' • National Biscuit Co. will co-sponsor *Halls of Ivy*, TPA film series, with International Harvester Co. [B•T, July 19] on CBS-TV, according to report late Friday. Leo Burnett Co., Chicago, is agency for International Harvester; McCann-Erickson, N. Y., for National Biscuit.

EXPANDED RADIO • Life Savers Inc., N. Y., whose sales are soaring, presumably because smokers are turning from cigarettes to candy [CLOSED CIRCUIT, July 26], is contemplating expanded radio spot campaign for fall. Young & Rubicam, N. Y., is agency.

WINE SPOTS • Garrett Wine Co., N. Y., through David J. Mahoney Inc., N. Y., seeking availabilities for fall radio spot announcement campaign to start early in October for 12 weeks in more than 25 major radio markets.

'Today,' 'Home,' 'Tonight' Become NBC-TV Department

CREATION of NBC-TV participating programs department—comprising *Today*, *Home* and *Tonight*, network's three magazine concept programs sold under participation sales plan—announced Friday by Robert W. Sarnoff, NBC executive vice president. New department is headed by Richard A. R. Pinkham, former executive producer of *Today* and *Home*, now director of participating programs. Mort Werner, former producer of *Today*, becomes executive producer of participating programs; Matthew J. Culligan, former sales supervisor for *Today* and *Home*, is named director of sales for participating programs; Richard Jackson, former unit manager of *Today*, is now senior unit manager of new department.

Mr. Sarnoff pointed out that during 1954 *Today*, *Home* and *Tonight* will have more sponsors than are on any other tv network, will "be capable of producing an annual gross revenue of more than $20 million," will represent about one-third of NBC-TV network schedule and require full-time efforts of over 100 people.

All-Star Game Coverage

TWENTY-FIRST annual All-Star football game between college stars and Detroit Lions, champions of National Football League, at Chicago's Soldiers Field Aug. 13, will be on 570 MBS radio and over 160 DuMont tv outlets. Miller Brewing Co., through Mathisson & Assoc., Milwaukee, will sponor radio-tv coverage. Broadcasts also to be relayed overseas by Armed Forces Radio Service. Joe Boland and Red Grange will handle tv, and Earl Gillespie and Chris Schenkel radio.

an electrifying fact:

More than six billion kilowatt-hours of electricity are being generated within Greater Cleveland during 1954. This is energy enough (so our Dept. of Fantastic Calculating tells us) to lift every man, woman and child in the world as high as the top of Mount Everest.

A more practical use of this staggering potential has been made, however, by Cleveland's 3,000-plus manufacturing plants. They consume a major share of it in their production of diverse goods valued at about *five billion dollars* — thereby lifting Cleveland to a new and Everest-like peak among U. S. industrial centers. (Since 1950 this productivity has climbed almost 70%.)

And, as Cleveland pours on the power, an equally impressive current of cash has been flowing into the pay envelopes Clevelanders bring home. Money (like electricity) makes things happen.

A small yet vitally effective percentage of Cleveland's electrical output goes to run the one television station exerting the most influence on customers in this tumultuously growing market. Inductively coupled to the interests and tastes of Clevelanders, WXEL has a high-voltage wallop where it counts most—the unlatching of pocketbooks! If you want to learn how truly electrifying WXEL's potential is (and you *should),* ask the KATZ agency.

cleveland **wxel** *channel 8*

at deadline

Tampa, Beaumont Grants Made Final by Commission

FINAL decisions to grant new tv station on ch. 8 at Tampa-St. Petersburg to Tribune Co.'s WFLA and another on ch. 6 at Beaumont, Tex., to KFDM were announced by FCC Friday.

In Florida case, Commission majority supported hearing examiner's recommended ruling to grant WFLA and deny competitive bids of WTSP and Tampa Bay Area Telecasting Corp. Comrs. E. M. Webster and Robert T. Bartley dissented and voted for WTSP while Comr. Frieda B. Hennock dissented in separate statement indicating preference for Tampa Bay Area Telecasting as only applicant without radio-newspaper interest, citing principle of mass media diversification.

In Texas case, FCC majority reversed recommended ruling of examiner whose initial decision proposed to grant KTRM and deny KFDM and KRIC. Majority favored KFDM over others on mass media diversification factor but Chairman Rosel H. Hyde and Comrs. Robert E. Lee and John C. Doerfer dissented. Comr. Lee issued statement (in which Comr. Doerfer concurred) favoring KTRM on basis of greater integration of local ownership and operation.

W. P. Hobby, president-chief stockholder of *Houston Post*-KPRC-AM-TV Houston and husband of Oveta Culp Hobby, Secretary of Health, Education & Welfare, is director and holds option for up to 35% interest in KTRM, decision noted. D. A. Cannan, president-29.7% owner of KFDM, is president-majority stockholder KFDX-AM-TV Wichita Falls, Tex. KRIC is owned by Enterprise Co., publisher of only daily papers at Beaumont.

George W. Harvey, manager of Tribune Co. broadcasting operations, and J. C. Council, president-publisher, late Friday estimated it will take about six months to complete construction of WFLA-TV. John Blair & Co. is national representative. WFLA is NBC outlet.

Nelson Poynter, WTSP president, renewed offer for joint "interim" ch. 8 station "while litigation continues." Proposal for operation similar to ch. 12 KSLA (TV) Shreveport was made to FCC earlier in week (story page 62).

Two More Tv's Quit

FCC Friday announced ch. 36 KSTM-TV St. Louis, Mo., and ch. 12 KUON (TV) Lincoln, Neb., have suspended operations, raising total tv suspensions to 26.

Letter to FCC from KSTM-TV attorney disclosed that ch. 36 facility had quit telecasting Aug. 3 and "it is believed that the company plans to surrender its CP for uhf ch. 36 and to concentrate its energies and resources on its application for vhf ch. 11 . . . in East St. Louis." Letter added:

"Broadcast House Inc. has been reluctant to give up the opportunity of serving the people of St. Louis with uhf service, but has been forced to do so by the fact that a uhf tv station cannot operate in the public interest in competition with established vhf service in the same area."

Upon hearing of KSTM-TV suspension, John D. Scheuer Jr., executive vice president and general manager of ch. 54 WTVI (TV) Belleville, Ill.-St. Louis, informed B•T: "WTVI regrets that KSTM-TV found it necessary to suspend operations. At the same time we want the public to know that WTVI looks to the future with confidence. . . . We believe that St. Louis can and will continue to support uhf . . ."

Suspension of operations of KUON on the ch. 12 facility is result of switch of John E. Fetzer's KOLN-TV from ch. 12 to ch. 10 effective Aug. 1. Mr. Fetzer received FCC approval for $300,000 purchase of ch. 10 facility, formerly KFOR-TV, on condition that he dispose of his ch. 12 station [B•T, March 29, Feb. 22]. Transfer of ch. 12 facility to Byron J. Dunn, trustee, with eventual operation by U. of Nebraska, was approved by FCC fortnight ago [B•T, Aug. 2].

Record Makers Stand by 45 RPM Broadcast Policy

RECORD manufacturers won't budge from policy of distributing only 45 rpm pressings to broadcast stations though they will try to supply 78s during period of equipment conversion, NARTB disclosed Friday.

After meeting with executives of five major record makers and voicing broadcasters' objections to 45s, John F. Meagher, NARTB radio vice president, said, "The record companies uniformly state that the standard 78 rpm record rapidly is passing out of existence and is being replaced by the 45s in the pop tune field and LPs in the classical field." They told him broadcast conversion is but one step in transition with similar changeover taking place in juke boxes.

Half of records now bought by public are 45s, Mr. Meagher was informed, about 25% LPs and 25% 78s. Majors said they did not want 45 policy to work unfair competitive hardship on any station. Those interviewed by Mr. Meagher Thursday and Friday were Frank B. Walker, MGM Records; James B. Conkling, Columbia Records; William H. Fowler, Capitol Records; Leonard Schneider, Decca, and H. L. Letts, RCA Victor.

Mr. Meagher reviewed with each representative of record firms principal objections to use of 45s and cited objections of seven state broadcasting associations and individual NARTB members. Companies are arranging to supply broadcasters with 45 rpm versions of standard tunes. They said stations paying fees for record packages can expect cost to be reduced 25% to 50%, with more stations served on no-fee basis. They upheld quality of 45s though conceding cueing problems. Capitol has sent cueing records to many stations, it reported. They conceded station performance is greatest single promotional spur to public sale of records.

McCarthy Probe Bars Radio-Tv

LIVE TV or radio coverage will be barred from Senate committee studying censure motion against Sen. Joseph R. McCarthy (R-Wis.), Sen. Arthur Watkins (R-Utah), chairman of special committee, said Friday.

UPCOMING

Aug. 9: International Alliance of Theatrical Stage Employes, Netherlands Plaza Hotel, Cincinnati.

Aug. 9-10: BMI tv clinic, Hotel Statler, Los Angeles.

For other Upcomings see page 123.

PEOPLE

ROBERT J. RUNGE, former advertising-sales manager, Thor Corp., appointed advertising manager of Norge Div., Borg-Warner Corp.

S. JOHN SCHILE, for six years executive vice president of Rocky Mountain Broadcasting System, resigns effective Aug. 21.

ROBERT FINE, formerly of Geyer Advertising, N. Y., has joined Hilton & Riggio, N. Y., as account executive.

RICHARD M. STONE, most recently account executive with Audio-Video Recording Co., N. Y., and previously sales manager for Petri Wine Co., N. Y., has joined N. Y. radio sales staff of Avery-Knodel Inc., station representative.

LYMAN E. G. SUITER, in charge of production line activities of Westinghouse Electric Corp. home radio division, appointed assistant to vice president, Fairchild Recording Equipment Co., Whitestone, N. Y., to assist in general manufacturing problems.

HILDA SIMMS, actress who won acclaim for stage portrayal of "Anna Lucasta" and was co-starred in movie, "The Joe Louis Story," joins WOV New York today (Mon.) as mistress of ceremonies of *Ladies' Day*, broadcast daily, 8:30-9 a.m.

Storer Earnings Up

STORER BROADCASTING Co. earned $1,564,836 ($1.41 per common) after taxes during year's first half, directors heard Friday at Miami headquarters meeting. Figure compares with $1,086,645 (98 cents per common) earned for same period last year. This year's second quarter profits of $787,850 (71 cents per common) beats first quarter's $776,985 (70 cents per common). Last year's second quarter profit was $591,885 (54 cents per common).

IT&T Forms Research Firm

FORMATION of new domestic company to handle research, development and technical products operations of Capehart-Farnsworth Co. announced Friday by International Telephone & Telegraph. Capehart will concentrate on monochrome and color tv production, as well as on radio-phonograph output. New group will be known as Farnsworth Electronics Co., Fort Wayne, Ind., with Dr. Harvard L. Hull as president and Philo T. Farnsworth vice president and technical director. Fred D. Wilson, Capehart president, moves to New York as vice president of IT&T for industrial relations. Capehart Consumer Products Div. to be headed by Lawrence C. Haggerty, heretofore vice president over technical products.

CBS-TV, SAG Pact in Works

CBS-TV and Screen Actors Guild scheduled to sign pact this week to cover network's entry into direct filmmaking [B•T, July 26]. Contract reportedly will parallel 1952 agreement with Alliance of Tv Producers. New features said to include guaranteed employment to series actors on one side, exception of news commentators from Guild jurisdiction on the other.

Air Force to Pick Agency

AIR FORCE is expected to announce new agency today for its $1 million recruiting advertising contract for fiscal 1955. AF board of officers went into executive session at Pentagon late Friday to select agency from among seven who had been making presentations over two-day period. Current AF agency, Dancer-Fitzgerald-Sample, was among those being considered, it was understood.

RADIO STATION
WSAZ
HUNTINGTON, WEST VIRGINIA
SERVING 3 STATES

4,387
EMPLOYEES
AT WORK BY
7:00 AM
IN 12 OF
HUNTINGTON'S
MAJOR
PLANTS

REACH THIS
VAST AUDIENCE
OF BUYERS
BEFORE
THEY GO TO WORK
ON THE
RISE & SHINE
SHOW

SEGMENTS AVAILABLE
5:35-6:00 AM
6:10-6:45 AM

THE KATZ AGENCY
NATIONAL REPRESENTATIVES

5,000 WATTS DAY
1,000 WATTS NIGHT
930 KC

WSAZ

TELEVISION AFFILIATE
WSAZ-TV
Represented by THE KATZ AGENCY

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BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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Executive and Publication Headquarters
Broadcasting • Telecasting Bldg., 1735 DeSales St., N. W., Washington 6, D. C.
Telephone: Metropolitan 8-1022

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Duane McKenna, *Art and Layout.*

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BUREAUS

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BUSINESS: Winfield R. Levi, *Sales Manager;* Eleanor R. Manning, *Sales Service Manager;* Kenneth Cowan, *Eastern Sales Manager;* Dorothy Munster.

CHICAGO — 360 N. Michigan Ave., Zone 1, Central 6-4115.
Warren W. Middleton, *Midwest Sales Manager;* Barbara Kolar.
John Osbon, *News Editor.*

HOLLYWOOD — Taft Bldg., Hollywood & Vine, Zone 28, Hollywood 3-8181.
Wallace H. Engelhardt, *Western Sales Manager;* Leo Kovner, *Western News Editor;* Marjorie Ann Thomas, *Tv Film Editor.*

Toronto: 32 Colin Ave., Hudson 9-2694. James Montagnes.

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Another Channel 10 First, starting July 19th!

WJAR-TV
CHANNEL 10
PROVIDENCE, RHODE ISLAND
Represented by WEED TELEVISION

Only daily live remote TV show in New England. Emceed by charming *Nancy Dixon* and *Peter Carew* (piano impressions and satire) with *3M's* three-piece combo. All Channel 10's talent and celebs visiting Providence will guest. Direct selling to a tested women's audience from the area's leading hostelry, Monday through Friday, 9:00 to 10:00 a. m.

Join us for breakfast, sample your products to 100-plus radiantly responsive guests in the Sheraton-Biltmore *Garden Room.* Their approbation will register for sure — because 1,120,925 sets in area give us 93% coverage! Availabilities now open — call WEED Television.

stay in the news

with sports news!

Whether it's August or September, December or June, sports are always in the news.

That's why leading radio stations give sports big broadcast coverage.

And only **local** sportscasts report **both** national and hometown news. Only **local** broadcasts are edited for local listeners.

That's why it pays to place your selling messages on **local** sports programs . . . on the local sports programs on these outstanding stations:

WSB	Atlanta	NBC
WFAA *	Dallas / Ft. Worth	NBC / ABC
KOA	Denver	NBC
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KPRC *	Houston	NBC
KARK	Little Rock	NBC
KABC	Los Angeles	ABC
KSTP	Minneapolis / St. Paul	NBC
WSM	Nashville	NBC
WABC	New York	ABC
WTAR	Norfolk	CBS
WIP	Philadelphia	MBS
KGW	Portland, Ore.	NBC
WRNL	Richmond	ABC
WOAI *	San Antonio	NBC
KFMB	San Diego	CBS
KGO	San Francisco	ABC
KMA	Shenandoah, Iowa	ABC
KTBS	Shreveport	NBC
KVOO	Tulsa	NBC

* Also represented as key stations of the *TEXAS QUALITY NETWORK*

REPRESENTED BY

Edward Petry & Co., Inc.

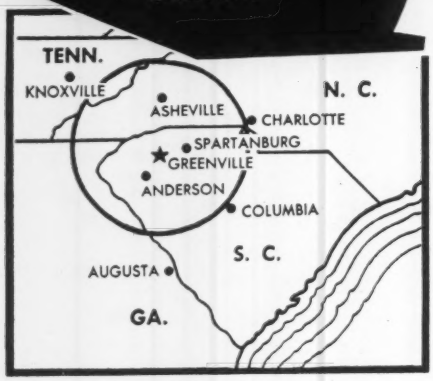
NEW YORK • CHICAGO • LOS ANGELES • DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS

WFBC-TV

100KW POWER

2204 FT. ANTENNA

"Giant of Southern Skies"



. . . boasting more people and larger income within 100 miles radius than Atlanta, Jacksonville, Miami, or New Orleans, WFBC-TV is truly the "Giant of Southern Skies," and a powerful new advertising medium in the Southeast.

HERE'S THE WFBC-TV MARKET
(Within 100 miles radius)

Population	**2,924,625 People**
Income	**$3,174,536,000**
Sales	**$2,112,629,000**
Television Homes	**277,622***

Market Data from Sales Management *TV Homes: Figures from CBS Tel. Res. Dept., compiled by A. C. Nielsen Co. as of Nov. 1, 1953—plus RETMA set shipments in the 100 mv. contour since Nov. 1, 1953.

Write now for Market Data Brochure and Rate Card. Ask us or our Representatives for information and assistance.

Channel 4
WFBC-TV
Greenville, S. C.

NBC NETWORK

Represented Nationally by

WEED TELEVISION CORP.

Naughty, Naughty

EDITOR:

Shame on you for using "hell, helluva" and other similar vulgar words in your periodical, of which KFUO has been a subscriber for many years.

Why not keep your literary standards high instead of dragging them down into the gutter?

Herman H. Hohenstein, D.D.,
Director, KFUO St. Louis

Anti-Discrimination

EDITOR:

. . . I think your magazine, BROADCASTING • TELECASTING, has earned a niche in every radio and tv station in the country for your valiant and fearless fight against the pending discriminatory legislation governing policies of radio and tv stations.

I am concerned especially with the pending bill attempting to bar the acceptance of wines and beers from radio advertisers. I realize the networks will be deprived of a great deal of revenue, but they are in a better position to cover their losses with 'lush' profits from television. The people who will really be hurt if this legislation is passed will be the independent stations. They are just about keeping their heads above water as it is and any wholesale losses in the sponsorship of wines and beers would further jeopardize their existence. . . .

Max M. Leon, President,
WDAS Philadelphia

Surprise, Surprise

EDITOR:

Edward J. Fitzgerald, general manager of WGSM Huntington, Long Island, is going to be pretty surprised when he reads in your Aug. 2 issue (Station People, page 62) that his announcer, George Willard, has been appointed general manager of the station.

So is George, the new program director.

Knowing your penchant for accuracy, we will be more than surprised if a correction doesn't show up in an early issue. . . .

Robert S. Keller, Pres.,
Robert S. Keller, Inc.,
New York

Film First

EDITOR:

. . . I'd like to take issue, through you, with WFIL-TV's claim of a news scoop on the Chestertown explosion and fire.

Publicity director Hyland claims to have had film on the air at 6:45. 6:45 indeed! We not only had a sound-on-film story on the air at 3:30 but additional silent and sound film at 6:30. As publicist Hyland can plainly see, we beat him by not only 3¼ hours with a flash story but by another 15 minutes with a regularly scheduled news show.

Robert S. Darby, Prod. Mgr.,
WDEL-AM-FM-TV
Wilmington, Del.

Hints on Building

EDITOR:

I've had experience in helping construct and operate WSVA-TV from the "snakes" up. It was and still is fun. Here's some advice to new stations.

It is very important that you locate your tv site in the loneliest, most inaccessible and highest spot you can find. Aside from greater coverage you'll get from this great height, the other benefits include:

A. It will be difficult for visiting engineers to see and comment about your boners.

B. No private citizen in his right mind would own such a piece of property, so you can probably get it real cheap.

The building should be a prefab eyesore as this is the easiest construction to put up, and anyway who but your operators will see it? For operators you will need color-blind, near-sighted, college-educated men, as they are sufficiently muddle-headed to go for this type of job and location.

For transportation to and from the site, I recommend elephants. They would effect a tremendous saving on gas, oil and repairs and can be fed discarded kines. Besides, think of all the free publicity.

Dave Frankel, Engineer,
WSVA-TV Harrisonburg, Va.

Stockholders Report

EDITOR:

. . . Why put me in with Hope D. Pettey and Evelyn Dolph?

Charming girls, without a doubt, but still without any stock interest in WFOX as you say in your article on page 86 of the July 19 issue. They are stockholders in WEMP, but the stock in WFOX is confined to the Nastali (20%), the Wasielewskis (19.6%), Judge Tehan (10%) and myself (50.4%).

This merger has so many names now it's no wonder that even you could become confused.

Charles J. Lanphier, Pres.,
WFOX Milwaukee, Wis.

[EDITOR'S NOTE: B•T had the wrong station but the right merger. WEMP and WFOX each have 30% of the merged Milwaukee Area Telecasting Corp. which has been granted ch. 12 in Milwaukee].

Round and Round (Cont.)

EDITOR:

. . . As the song goes—"To Each His Own." But I would take issue with anyone who seriously would state that it's impossible to install equipment for playing 45's that is not as satisfactory as existing 78 playing equipment.

We have two machines — side by side, equipped with automatic instantaneous starter switches on the console, which assure us better, more satisfactory musical reproduction than that possible when using 78's.

KSUN salutes the record industry for a forward step in providing the radio industry with the 45 disc.

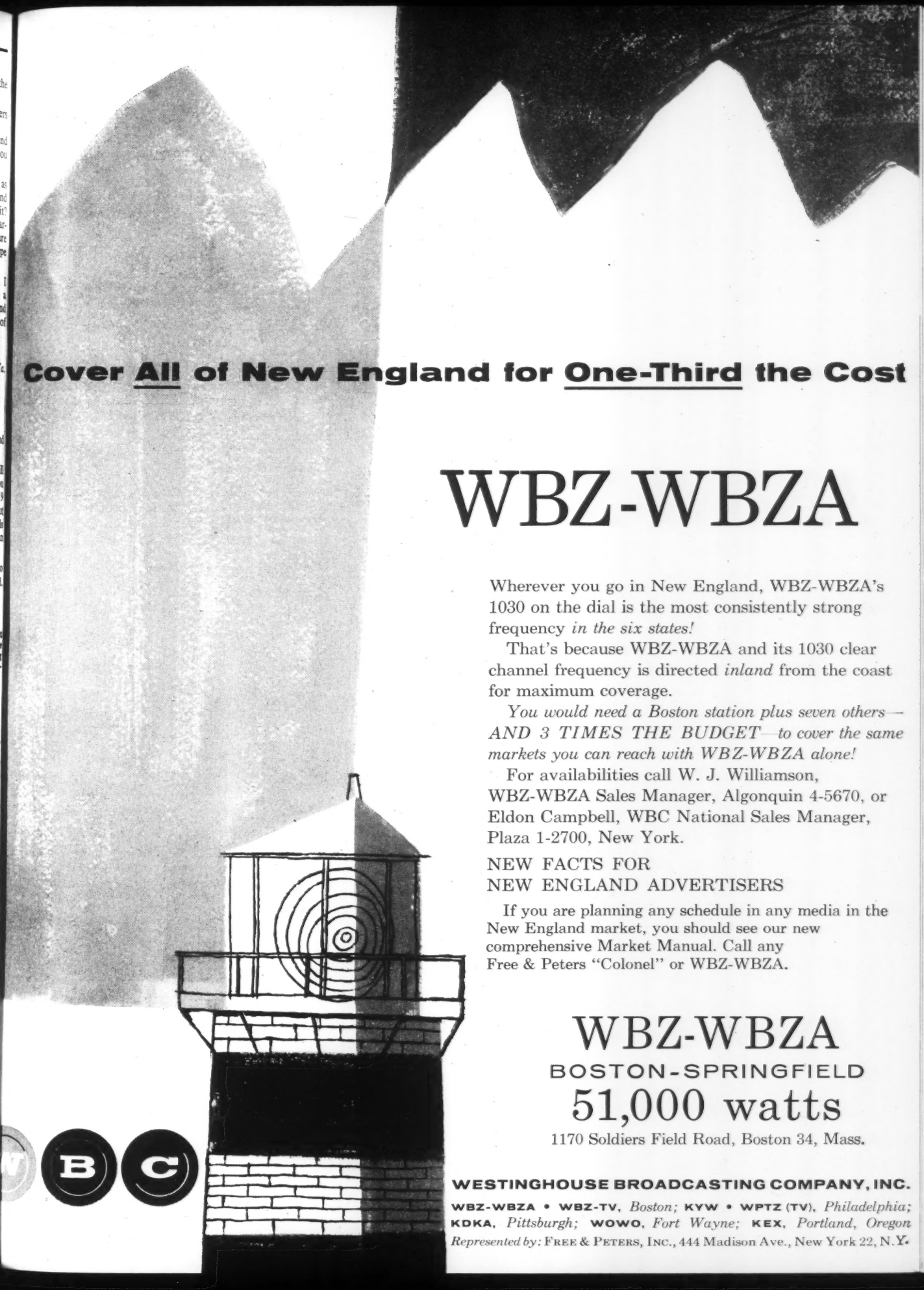
Ray Helgesen, Prog. Dir.,
KSUN Bisbee, Ariz.

EDITOR:

I have been reading with interest news items and letters to the editor the past few weeks—all objecting to the new 45 record service.

I think it's time we flipped the record and listened to the other side. Briefly, here is the way we look at it. We like 45's. We have been using them for about two years on a limited basis, and although we are using an inexpensive 45 player, we have had no trouble with vibration or cueing and the 45's are still in good condition. . . .

S. C. Thompson, Mgr.,
KSOK Arkansas City, Kan.



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WBZ-WBZA

Wherever you go in New England, WBZ-WBZA's 1030 on the dial is the most consistently strong frequency *in the six states!*

That's because WBZ-WBZA and its 1030 clear channel frequency is directed *inland* from the coast for maximum coverage.

You would need a Boston station plus seven others—AND 3 TIMES THE BUDGET—to cover the same markets you can reach with WBZ-WBZA alone!

For availabilities call W. J. Williamson, WBZ-WBZA Sales Manager, Algonquin 4-5670, or Eldon Campbell, WBC National Sales Manager, Plaza 1-2700, New York.

NEW FACTS FOR
NEW ENGLAND ADVERTISERS

If you are planning any schedule in any media in the New England market, you should see our new comprehensive Market Manual. Call any Free & Peters "Colonel" or WBZ-WBZA.

WBZ-WBZA
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51,000 watts
1170 Soldiers Field Road, Boston 34, Mass.

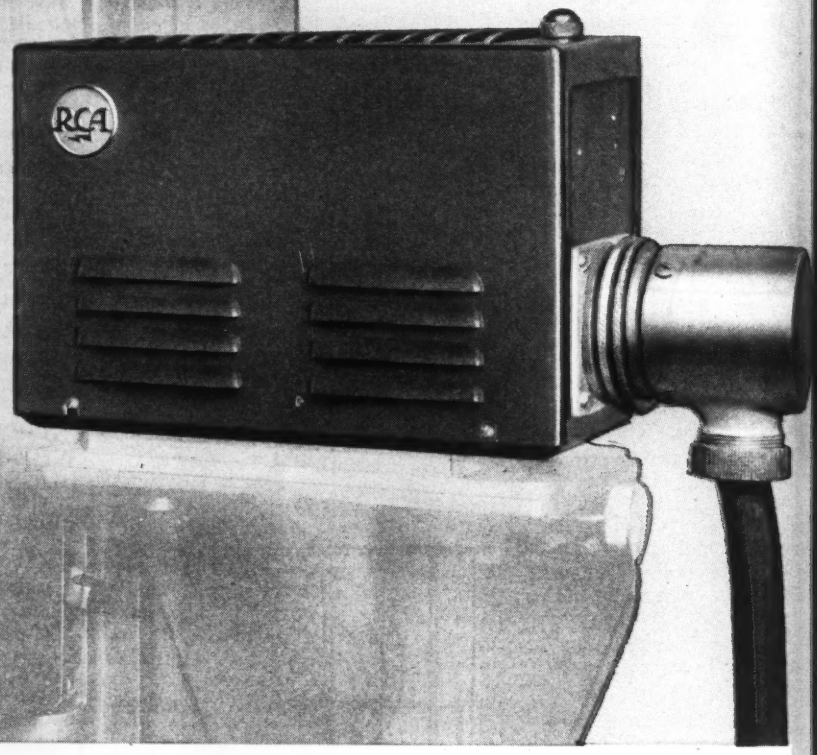
WESTINGHOUSE BROADCASTING COMPANY, INC.

WBZ-WBZA • **WBZ-TV**, *Boston;* **KYW** • **WPTZ (TV)**, *Philadelphia;* **KDKA**, *Pittsburgh;* **WOWO**, *Fort Wayne;* **KEX**, *Portland, Oregon*

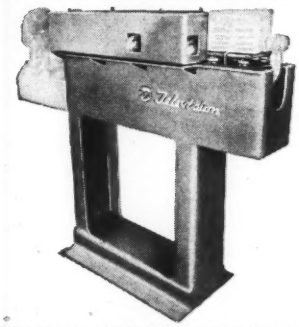
Represented by: FREE & PETERS, INC., 444 Madison Ave., New York 22, N.Y.

NEW VIDICON

RCA's Superior

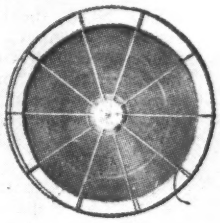


For MULTIPLEXING, or direct use!



RCA's TK-21 Vidicon Film Camera can be used with RCA's Multiplexer, TP-11, for multiple picture inputs (see illustration opposite page). Or, it can be mounted directly on any of the RCA TV Projectors—such as the TP-16, TP-35, or TP-6A (see above).

film-camera

film  camera chain

DEVELOPED HAND IN HAND with the new RCA-6326 VIDICON tube, RCA's TK-21 Film Camera does for *film* picture quality what the RCA Image Orthicon Camera has done for *"live"* picture quality.

"Live" picture sharpness!

For unsurpassed picture detail, choose the RCA Vidicon film camera! It's the only film pick-up system with enough signal output (and low enough noise in the signal) to use *aperture response correction.* Aperture response correction brings picture detail to maximum sharpness (detail resolution, 100% at 350 lines) while holding a high signal-to-noise ratio. *Benefit:* You produce finer film pictures . . . with a quality you get from your studio camera.

"Live" picture contrast!

The RCA Vidicon adds "studio" realism to your film pictures. The gamma characteristic of the Vidicon tube is ideal for film reproduction . . . 0.65, constant over a dynamic range of 150 to 1. *Benefit:* You get more realistic film pictures than ever before possible.

Low light source requirements!

The high light sensitivity of the RCA VIDICON film camera enables you to reduce projection lamp voltage, reduce heating, increase lamp life substantially.

Edge-lighting, shading eliminated!

The RCA VIDICON operates entirely without edge-lighting, electrical shading, and any other form of supplemental lighting. Benefit: You adjust "wall focus" and "beam" from day to day . . . *then this camera virtually runs by itself.*

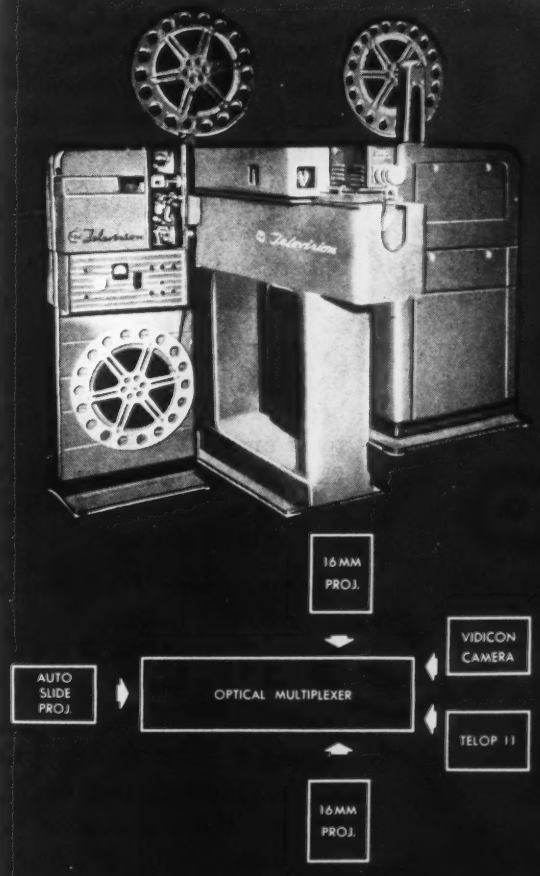
RCA VIDICON Film-Camera Chain TK-21 includes:

- 1 VIDICON Camera MI-26021
- 1 RCA-6326 VIDICON Tube MI-26671
- 1 Control Chassis MI-26061
- 1 Deflection Chassis MI-26081
- 1 Remote Control Panel MI-26241
- 2 WP-33B Power Supplies MI-26085-B
- 1 TM-6B Master Monitor MI-26136-A
- 1 Master Monitor Kinescope MI-26655
- 1 Master Monitor C-R Tube MI-26665
- 1 Blower MI-26579-B
- 1 Console Housing MI-26266-B
- 1 Camera Cable & Connectors MI-26725-A10

For the finest TV film reproduction you've ever seen, specify an RCA VIDICON film-camera system. Ask your RCA Broadcast Sales Representative for technical details. In Canada, write RCA-Victor Ltd., Montreal.

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION

4 picture sources in multiplexed use!



An RCA Multiplexer, Type TP-11 allows a single Vidicon Camera to accept up to four film picture sources—two 16mm or 35mm film projectors, a TP-3B, 35mm automatic slide projector, and a Telop II slide and opaque projector. The multiplexer is pictured above in a multi-input film system using two RCA TP-6A professional film projectors.

RCA **RADIO CORPORATION of AMERICA**
ENGINEERING PRODUCTS DIVISION CAMDEN, N. J.

Advertisement

From where I sit *by* Joe Marsh

Good Turn at the End of the Line

Maybe you don't, but you *should* know Shorty, the new driver of the little bus that goes out to the hospital near Parkersville.

The hospital couldn't rightfully put up a bench at the bus stop, so some of the passengers often had a "standing wait." But they didn't stand very long.

Second day on the job Shorty brought along some old lumber for a bench. Next trip out he brought some tools and put it together. That was fine, but the next day it rained. You guessed it—in a few days Shorty built a snug little shelter.

From where I sit, thoughtfulness towards our neighbors is always appreciated. And actually, we all ought to practice it a little more. Even where incidental things are concerned—like asking a guest if he'd prefer milk, coffee, ginger ale or a temperate glass of beer. When a host or neighbor is really thoughtful, it's truly appreciated—"all along the line."

Joe Marsh

Copyright, 1954, United States Brewers Foundation

IN REVIEW

NOW AND THEN

Network: CBS-TV
Time: Sun., 6-6:30 p.m., EDT
Star: Dr. Frank C. Baxter
Producer: William Whitley
Director: Bill Alcine
Origination: Hollywood
Production Cost: Approximately $5,000 per week.

WELL NOW, the highly literate and enthusiastic Dr. Frank C. Baxter, whose course on Shakespeare had Los Angeles televiewers turning handsprings (those who leap at signs of culture on radio or tv, that is) has come out of the West and onto the nation's screens through the beneficence of CBS.

His program is called *Now and Then* and will, according to the advance network drumbeating, range the realm of the written word from the Ancient Egyptian to Dorothy Parker and Carl Sandburg. It substitutes for vacationing Eric Sevareid's *The American Week.*

Dr. Baxter's national telecasts debuted Aug. 1 and the good doctor spent the half hour in a sometimes witty and somtimes graphic, but always earnest, paean to reading, calling for the post-school viewer to turn again to books—for facts, for ideas, for vicarious living, for human wisdom (and folly), and for truth. This is rather an odd product to be selling on tv, but undoubtedly worthy.

Point of Return

His infectious enthusiasm pulled us back into our own stream of history, 20-odd years ago, when we, eager, bright-eyed and impressed with the greatness of the past, listented awe-struck to the sparkling mentors of our own university.

Dr. Baxter, who has been for 25 years Professor of English Literature at the U. of Southern California, enlarged his lecture hall to all of the Los Angeles area in the fall of 1953 when he undertook a telecourse on Shakespeare over CBS-owned KNXT (TV). More than 300 televiewers enrolled for credit, more than 800 enrolled as auditors and the telecasts themselves had an estimated 400,000 viewers. It was considered so successful that WCBS-TV New York carried it in kine version beginning June 12. It has also been adopted by the Educational Tv & Radio Center at Ann Arbor Mich., and fed to educational tv stations. The Shakespeare program won 10 national and regional awards, among them the Ohio State honor for "systematic instruction: telecourse."

The Setting

Dr. Baxter, whose virtually hairless dome glitters and glistens under the tv lights, is a middle-aged, bespectacled instructor who underlines his points or his witticisms with a singularly mobile face. His setting on the first show was as sparse of props as his head is of hair; a lectern, a free-form desk (out of keeping, CBS, out of keeping), and a globe of the world. During his first program he moved from one to the other. Frankly, he seemed more at home when hunched over the lectern.

While we have always been dubious about a lecturer on tv, it is conceivable that the individual's personality, his delivery or his subject may make good television. Bishop Fulton Sheen comes to mind as one who did. Dr. Baxter may be another. His six-week stint (the network says it may move him to another Sunday afternoon time segment for family viewing after the first six Sundays) should make a decision possible.

He certainly has the good wishes of those who seek adult fare on the home kinescope.

So-o-o big

Big—that's the job advertisers want from their broadcasting dollars. And the smart ones get the most for the least—they buy *spot radio, on key stations* . . . in mass markets. That takes just a few stations to cover the whole works. For example, the area covered by WJR contains 15 million people —some 10 per cent of U. S. buying power. It's big—no fooling. Ask your Henry I. Christal man about WJR.

The Great Voice of the Great Lakes

WJR

Detroit

50,000 watts CBS Radio Network

WJR's primary coverage area: more than 15,000,000 customers

what's cooking in Coffeyville?

Newest Southeast Kansas—Northeast Oklahoma survey covering 11 county Coffeyville trade area (256,000 people) reports:

KGGF HAS BIGGEST AUDIENCE IN 45 OUT OF 52 MONDAY THRU FRIDAY ¼ HOUR STRIPS! (6:00 A.M. to 6:30 P.M.)

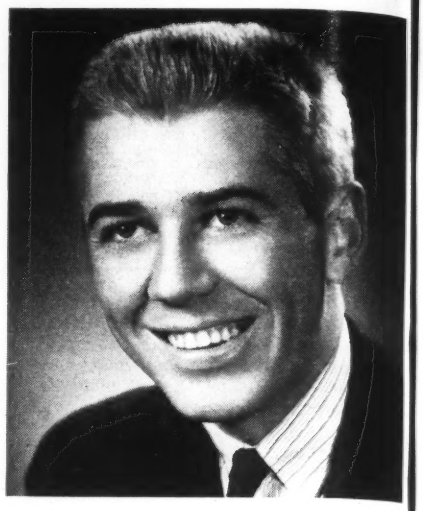
KGGF with 10 KW on 690 KC delivers primary coverage to a total of 87 counties in Kansas, Oklahoma, Missouri and Arkansas.

KGGF
690 KC ABC
COFFEYVILLE, KANSAS

WEED & CO., National Representatives

our respects

to ERNEST FINLAY MacDONALD



IN CANADA they pick their leaders young.

When the Canadian Assn. of Radio Broadcasters, now the Canadian Assn. of Radio & Television Broadcasters, was born in 1925, Ernest Finlay MacDonald was just two years old. Today Finlay MacDonald is president of the CARTB, youngest broadcaster to hold the post in the history of the organization.

Mr. MacDonald knows the broadcasting business from the ground up. He served his apprenticeship at CJFX Antigonish, Nova Scotia, a small town station where he of necessity worked in a variety of jobs, including writing scripts and commercials, programming, announcing and as a transmitter engineer when the occasion required.

The new CARTB president also knows the problems of regional and national broadcasting. He has been a director of the CARTB for the past six years and has been president of the regional Atlantic Assn. of Broadcasters for two. Also, as a director of the CARTB, he has twice appeared before the Canadian Parliamentary Radio Committee at Ottawa to present the case of the independent broadcasters.

Incidentally, when Finlay MacDonald appeared before the members of the Canadian Parliament, it was not the first time that a Finlay MacDonald had appeared before them. His father, also Finlay MacDonald, was a member of parliament for the Nova Scotia constituency of Cape Breton South from 1926-1935.

The 31-year-old CARTB president faces many national problems during his year in office, and will be away from his station, CJCH Halifax, where he is general manager, for a great many months. He will represent at public functions and before legislative bodies 124 of the 145 independent broadcasters in Canada, and 18 television stations, most of which are directly affiliated with radio broadcasting stations.

Mr. MacDonald has very definite attitudes on Canadian broadcasting. He will have opportunity to express his opinions in his role of CARTB president, for the CARTB is continuing its battle for an independent authority to regulate all forms of electronic transmission for mass communication purposes. Under present Canadian legislation the publicly-owned Canadian Broadcasting Corp. operates radio and television stations, is the only body permitted to operate networks, regulates independent broadcasters and telecasters, and at the same time is in commercial radio and television.

Mr. MacDonald does not share the belief expressed by Adam Smith in his book *Wealth of Nations* that "whenever two members of the same craft, trade or profession get together they automatically conspire against the public interest." However, he is a realist and points out that oftentimes the extension of government influence into various business spheres is the result of the inability or unwillingness of business to assume its responsibilities and regulate its own affairs.

In Canada he feels that the Canadian Broadcasting Corp. is an excellent program body, but that private broadcasters, through their CARTB are not only performing invaluable community service, but are also acting as a pluralistic element to insure that the CBC policies and personnel are continually being assessed with respect to their worth and service. He feels that a situation which he terms "abhorrent" has been allowed to develop in Canada in which CBC departs from its function as a purely program body and steps into the legislative and judicial fields as well.

Apart from the abuse of elemental equity which this creates, Mr. MacDonald further asserts that it denies an otherwise fine broadcasting system the full public support it should enjoy. He is sure that the answer to this situation can be found in the establishment by the Canadian Parliament of an independent telecommunications board to adjudicate all matters electronic, including broadcasting, but excluding the public utilities such as telephone and telegraph services.

Finlay MacDonald was born at Sydney, Nova Scotia, on Jan. 4, 1923. He was educated at Sydney Academy, St. Francis Xavier University and Dalhousie Law School. He started in radio at CJFX Antigonish in 1942, and later that year enlisted in the Canadian Army. He saw service during World War II in Europe and Great Britain. On his return to Canada he joined CHNS Halifax, one of Canada's pioneer stations. In 1947 the opportunity came to try his hand in an executive capacity, and he joined CJCH Halifax as program director. Later that same year he was named manager.

CARTB's Mr. MacDonald has no desire to find a niche in Canada's more industrialized central provinces. He is well established in his native province, and is carving a name for himself there. While he has not yet entered federal politics, as did his father, he follows his father in belonging to the Progressive Conservative party (which corresponds to the U. S. Republican party). He is married to Ann MacKenzie. They have a son, 9, and a daughter, 2. In addition to his duties at CJCH and his larger duties for the broadcasting industry, he manages to take an active interest in many community organizations. He is a past president of the Halifax Commercial Club and the Dalhousie Newman Club, a director of the Halifax Community Chest, and a member of the United Service Institute, Ashburn Golf and Country Club, Royal Nova Scotia Yacht Squadron, Waegwoltic Summer Club and the Phi Kappa Pi fraternity.

Trying To Reach Your Customers In...

KANSAS CITY? - SYRACUSE, N. Y.? - OMAHA? - PHOENIX?

● Call on a Meredith* Radio Station to do the job for you.

Yes, there are Meredith* Radio Stations in each of these important markets. These four stations have a combined total of 87 years of broadcasting experience—an average of more than 21 years for each station.

Take your sales problem to an experienced station - - a Meredith* Radio Station!

Meredith* *Radio* Stations

KCMO	WHEN	WOW	KPHO
KANSAS CITY, MO.	SYRACUSE, N. Y.	OMAHA, NEBR.	PHOENIX, ARIZ.

KCMO, WHEN and KPHO represented by **The Katz Agency - - WOW** represented by **John Blair & Co.**

*Meredith Radio Stations Are Affiliated with Better Homes and Gardens and Successful Farming Magazines

Coverage
to crow about

We're not counting our chickens before they are hatched. With a 1049 foot tower and 100,000 watts maximum power, established, dominant WTAR-TV now reaches 459,000 families, over 1,600,000 people. With a strong signal on channel 3, WTAR-TV blankets Tidewater, the eastern half of Virginia (including Richmond) and all of northeastern North Carolina.

Buy Only WTAR-TV to Sell America's Miracle Market

channel 3
NORFOLK

Represented By Edward Petry & Co., Inc.

LES BLUMENTHAL

on all accounts

LES BLUMENTHAL, radio-tv business manager of William Weintraub & Co., New York, became the reasonably big man he is because of the relatively small boy he was. Fresh out of grade school, weighing 97 pounds and standing five feet two inches, he was just what BBDO needed at the time. They hired him on the spot as the smallest page boy-receptionist they could ever hope to find.

But the boy grew in height, and left the agency a man in 1929 to sell night club advertisements for the *New York Post*, a job he held through the depression years. Early in 1937 he joined Headley-Reed, radio division, as eastern manager and became one of a veteran crew of radio salesmen.

A native New Yorker, he was born March 4, 1914, and served with the 3rd Army during World War II. He entered the service as a private and emerged in 1945 as a captain. Then he rejoined Headley-Reed. A year later he started his own publication, *Program Buys*, which he now describes as a "service which was started a bit too early or perhaps too late anyway, it never did quite get off the ground."

In 1947 he joined another trade publication, *(Sponsor)* as advertising manager. He remained with the magazine for three years, then moved to CBS-TV as an account executive in the sales department. One year later he accepted an offer to join William Weintraub Co. as assistant business manager. Several months later he was placed in charge of the entire business department, which includes media timebuying.

Heavy Time Buyer

The agency handles such accounts as Kaiser-Willys, sponsoring Lowell Thomas five times weekly on CBS Radio; Seeman Brothers, underwriting a portion of the *Garry Moore Show* on CBS-TV; Ronson lighters, currently using a television spot announcement campaign in major television cities, and Blatz Brewing Co., employing radio and tv spots in selected areas.

Mr. Blumenthal was married early in June to his secretary, Jean Thompson. He proposed to her three days before she was scheduled to leave the U. S. to return to her home in England. Mrs. Blumenthal has resumed her old job as secretary to the business manager.

Mr. Blumenthal's hobbies are reading and water skiing.

Incidentally, his height now is five feet ten inches.

It's No Draw...in Omaha

KMTV is the one television station that can get your product properly introduced and "going steady" in the Omaha market.

As Omaha's most popular TV station—KMTV carries 11 of the top 15 weekly shows . . . 8 of the top 10 daytime shows . . . 7 of the top 10 multi-weekly shows . . . and Omaha's favorite locally-produced shows.*

And equally important to advertisers is that KMTV's big audience is in a buying mood and has the money to spend. Omaha is the only city in the nation listed in all of the last five Rand McNally Business Trend Bulletins as "one of the 10 best cities" for business activity. In the July Bulletin, Omaha was second with a gain of 9 per cent over 1953 . . . a record business year in most markets.

Chamber of Commerce figures show 16,100 new jobs were created last year in Omaha, that business listings in the telephone directory are up 5 per cent, and that *new* plants now under construction or completed within the past year amount to over 90 million dollars.

You can reach all of this big-buying Missouri Valley market—of nearly 1½ million people with 250,000 TV sets and nearly 2 billion dollars to spend—at *one* low cost with *one* television station. KMTV covers the region completely because of its low channel 3, maximum power, and the flat Nebraska-Iowa terrain.

This combination of a booming market and KMTV's outstanding coverage can mean a date with bigger sales for you. Contact KMTV or Petry today.

**Pulse—June 15-21, '54*

SMART ADVERTISERS ALL AGREE: IN OMAHA, THE PLACE TO BE IS CHANNEL 3

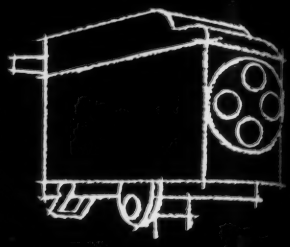
TELEVISION CENTER
KMTV
CHANNEL 3
MAY BROADCASTING CO.

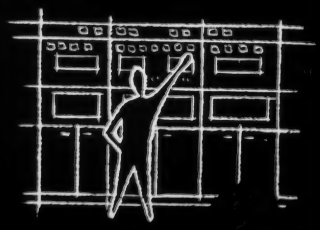
CBS-TV
ABC-TV
DUMONT
OMAHA
Represented by
Edward Petry & Co., Inc.

ASSIGNMENT:

How to achieve excellent color TV quality and be practical about it!

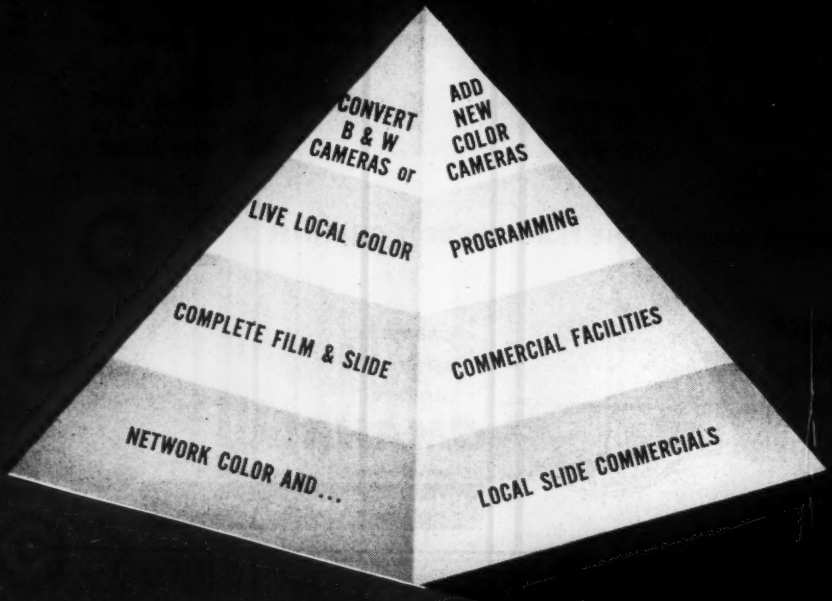
SEE NOTES →



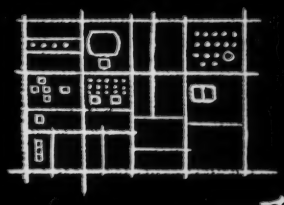


G·E puts all precise controls under supervision of ONE operator not each camera man.

NOTE: Each "3-tube" camera you add only multiplies the already complex task of color registration.

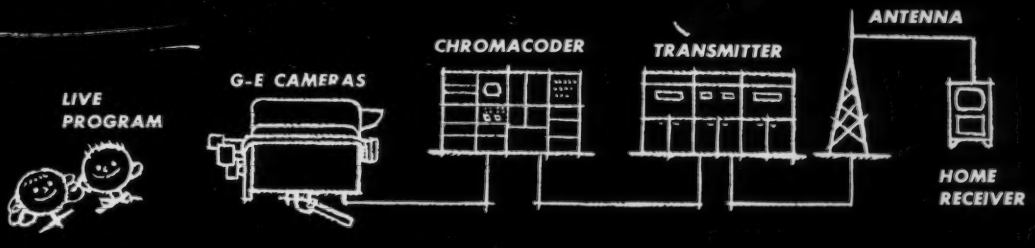


G·E's light weight camera design points up flexible application either in the studio or on remotes.



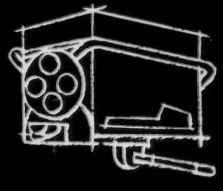
Color balance and registration work can be squeezed into a camera...or...

...be located remotely, as in the G-E CHROMACODER

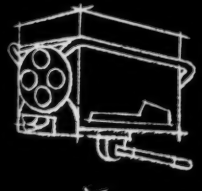


Excellent colorcasting results from either system, but Chromacoder, in fixed location, handles registration for all cameras in its system, and such adjustments are stable. See 3,5+7 for other advantages of fixed equipment.

G-E "1 tube" cameras are, therefore, much less complicated than "3-tube" types...much easier to operate ...less expensive.



A G-E Chromacoder and one camera channel costs no more than a single "3-tube" camera system. However, by adding a second camera, or a third, you multiply savings tremendously.



2 new G-E cameras . . . . up to $40,000
3 new G-E cameras . . . . up to $80,000

PLUS additional savings of approximately $15,000 on each black and white camera a station converts to color application.

* Savings based on average selling price of "3-tube" cameras.

Ask our local representative for an in-person presentation of this realistic program. Call the G-E man today, or write: *General Electric Company, Section X284-9, Electronics Park, Syracuse, N. Y.*

In Canada, write: C. G. E. Electronics 830 Lansdowne Avenue, Toronto

Progress Is Our Most Important Product

GENERAL ELECTRIC

MEMO
Time buyers, get this!
RE: WESTERN N. Y.

In 3 days, sunrise listeners wrote for 2,733 toy cowbells

Some mail response from radio these days!

Thousands of shoppers are brought to Sibley's Department store Counters.

Sibleys knows radio pays. It's proven by 5,880 consecutive broadcasts!

Esso
Top news broadcasts put Esso products on top of the market.

Selling stronger than ever in its 18th year!

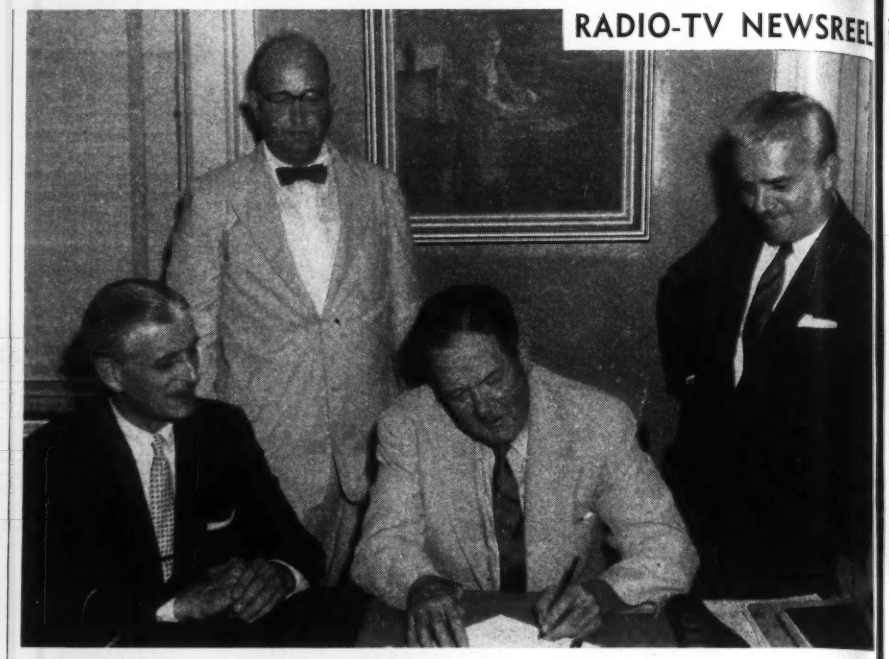
Your success story could be here!

"High sales records are a habit with WHAM-Radio."

NEW PERSONALITY FOLDER Write for it!

LET WHAM RADIO SELL FOR YOU

The Stromberg-Carlson Station, Rochester, N. Y.
Basic NBC, 50,000 watts, clear channel, 1180 kc
GEORGE P. HOLLINGBERY COMPANY, National Representative



A REPRESENTATION agreement is signed by WTOC-TV Savannah, Ga., licensed to Savannah Broadcasting Co., and Avery-Knodel Inc. L to r: Lewis H. Avery of Avery-Knodel; W. T. Knight Jr., president, Savannah Broadcasting; Ben B. Williams, commercial manager, Savannah Broadcasting, and Charles Coleman, manager, Atlanta office, Avery-Knodel. The Katz Agency Inc. will continue to represent WTOC radio.

MIRIAM STEVENSON of Winnsboro, S. C., "Miss U. S. A." and "Miss Universe," tries her hand at being a judge with Ben K. McKinnon, general manager, WGVL (TV) Greenville, at the South Carolina-American Legion beauty contest.

MORE than 250 tv dealers and distributors attended a color tv seminar at KOTV (TV) Tulsa. Shown are (l to r): Dick Campbell, KOTV station manager; Marvin Joyner, vice president, Modern Distributors (Motorola); Paul Davis, general manager, Dulaney's (RCA); George Jacobs, KOTV chief engineer; C. E. Loranger, division manager, Southwestern Bell Oklahoma; Dave Daley, field representative, RCA Victor.

FRAN WARREN

RALPH FLANAGAN

SUNNY GALE

GEORGE SHEARING

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FRANKIE CARLE

To a TV station owner who's frantic for profits

You can make more money faster by building shows with Studio Telescriptions because of their low cost and high sponsor appeal.

Telescription programs cost less, because for a small monthly fee you have an entire library of hundreds of musical films ready for building top entertainment shows at a moment's notice. And your Telescription programs sell easily, for in no other way is an advertiser able to enjoy the sales impact of so many famous TV personalities without paying high talent costs.

Find out today how the Studio Telescription Library, with its complete programming and merchandising service, can boost profits for your station!

STUDIO FILMS, INC.

380 MADISON AVENUE • NEW YORK 17, N. Y. • OXFORD 7-2590

IN CANADA: ALL-CANADA TELEVISION, 80 RICHMOND ST. WEST, TORONTO, ONT., EMPIRE 6-9236

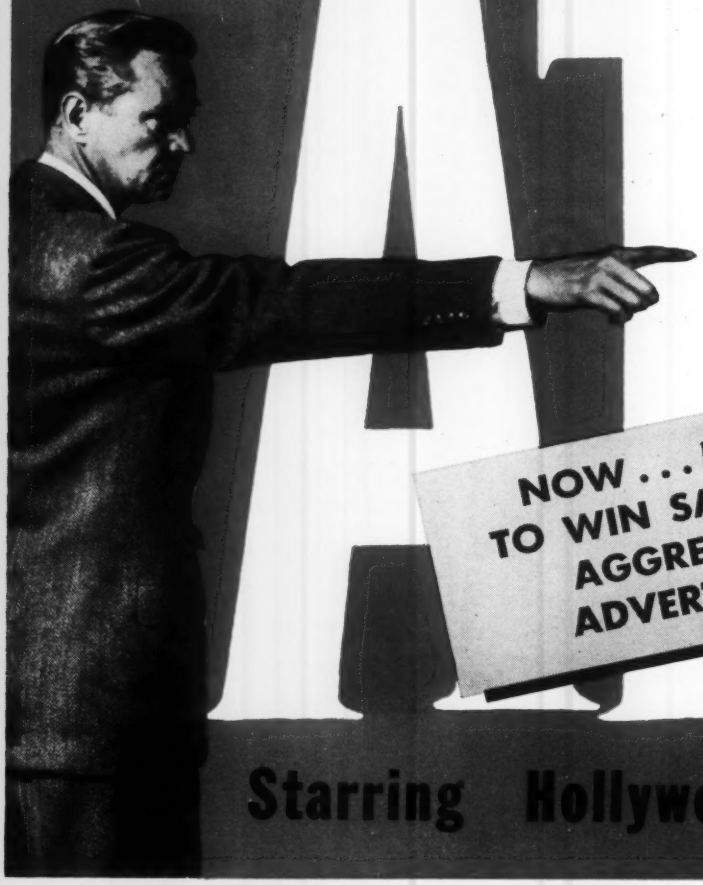
"Mr. D.

Radio's "BIG-RESULTS" SHOW . . . .

PROVED BY 12 YEARS OF
HIGH RATINGS
FIRST NATIONALLY IN SURVEY AFTER
SURVEY.
(Hoopers on Request)

THE BEHIND-THE-SCENES DRAMA OF OUR *LAW ENF*

ATTO



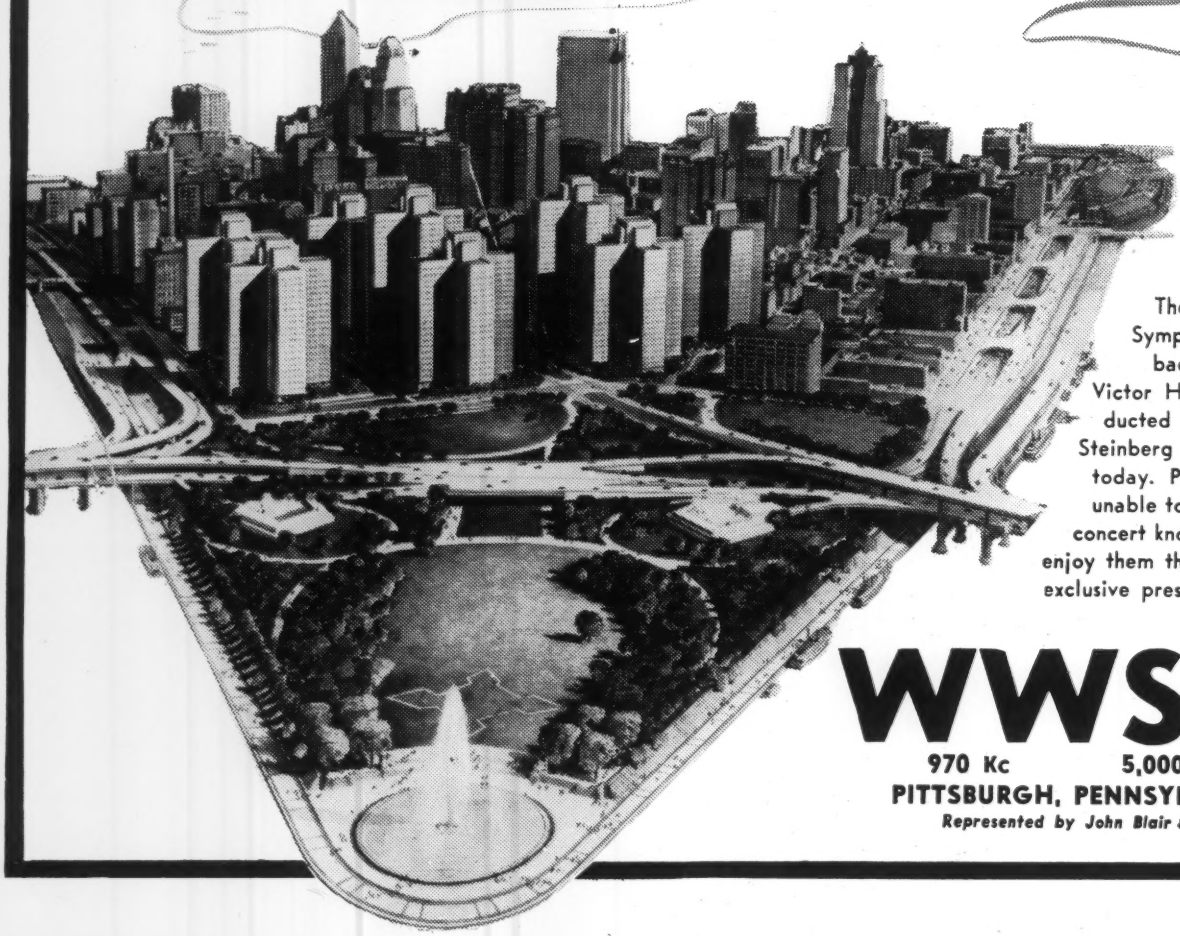
VIVID RADIO DRAMA!
TAUT WITH SUSPENSE AND EXCITEMENT AS
MR. D. A., HARRINGTON AND MISS MILLE
"CHAMPION" THE CAUSE OF LAW AN
ORDER!

NOW . . . READY TO WIN SALES FOR AGGRESSIVE ADVERTISERS!

Starring Hollywood's DAVID BRIAN

PROVED BY 12 YEARS OF
CONTINUOUS RENEWALS
BY ONE OF THE LARGEST FIRMS* IN A HIGHLY COMPETITIVE FIELD.
*(Name on Request)
PROVED BY 12 YEARS OF
SALES SUCCESS
SPONSOR'S ANNUAL SALES INCREASED NEARLY 300% IN 12 YEARS.*
*(From $17½—to over $45 million)
EVERY HALF-HOUR A COMPLETE STORY WITH 5 SPONSOR IDENTIFICATIONS INCLUDING
3 Full-Length Commercials.
Technical Supervision Through the Cooperation of the Los Angeles Law Enforcement Agencies.
HURRY... GET THE FULL FACTS ON EXCLUSIVE RIGHTS IN YOUR MARKET... write, wire, phone today.
FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK
HOLLYWOOD

still another way WWSW comes close and stays close to the heart of Pittsburgh!



The Pittsburgh Symphony dates back to 1885; Victor Herbert conducted it; William Steinberg conducts it today. Pittsburghers unable to attend the concert know they can enjoy them through their exclusive presentation on

WWSW

970 Kc 5,000 Watts

PITTSBURGH, PENNSYLVANIA

Represented by John Blair & Co.

BROADCASTING TELECASTING

August 9, 1954 Vol. 47, No. 6

TELEVISION FOR EVERYBODY? WAY OPENED FOR SATELLITES

FCC proposes expansion of service for both vhf and uhf but . . .

- **Regulatory morass may delay nationwide service.**
- **Multiple ownership rule handicaps group owners.**
- **Low-cost 10 w localized units get cold shoulder.**
- **Comr. Frieda Hennock dissents.**

(For FCC story see next page)

A TRULY nationwide television system, throwing video light into thousands of shadowed and lightless areas, gained official status last week as the FCC lent support to industry experiments with satellite and booster stations.

While the Commission's action merely showed willingness to consider uhf satellite applications, industry groups wrestling with satellite tests were completing reports which will show how their experimental outlets spread signals into fringe and non-tv areas. The industry foresees a vast expansion of tv broadcasting, advertising and manufacturing if satellites are permitted.

Both vhf and uhf stations are eligible to apply for the right to operate uhf auxiliary outlets to fill holes in service areas, under terms of the FCC notice, though this is not spelled out in the wording. As FCC Comr. Robert E. Lee put it, "This is improved television."

The results of many months of experimenting by broadcast and manufacturing interests, conducted with indirect FCC support, have been collated for Commission study. These include satellite-special service outlets at Emporium, Pa.; Vicksburg, Miss., and Nashville. The Commission already has WSM-TV Nashville data. RCA last week sent a report of its experiments for FCC study, and Radio-Electronics-Tv Mfrs. Assn. is preparing a comprehensive report that will include data on the Emporium operation of Sylvania Electric Products.

The net result of the Commission's notice, from an industry standpoint, may be welcome relief for:

(1) Uhf stations with limited service areas and shadow trouble.

(2) Vhf stations with the same trouble, though to a lesser degree.

(3) Viewers who do not get prime network programs from the uhf stations that serve them.

(4) Advertisers who want to move into uhf areas but are loath to buy uhf time.

(5) The public and industry in general, now lacking a diversified nationwide tv service.

The wobbly uhf economy, ascribed by some Capitol Hill and business sources to faulty FCC allocating, may find in the Commission's notice a measure of the succor it desires with a minimum upsetting of present station operations, it was believed.

Cost factors were uncertain at the weekend, as industry observers speculated on details of the FCC action. It was pointed out, for example, that plans for booster-satellite stations have usually been based on 10 w amplifiers and transmitters serving small localities. FCC's order, however, appears on the surface to promise no special relief from technical standards in the way of low power and shorter antennas. Without such relief, it was suggested, auxiliary stations would be expensive operations even though no program facilities would be required.

The industry's concept of auxiliary stations crystallized last week as a special RETMA satellite committee held one of a series of meetings at Emporium. At this meeting a new set of industry definitions was adopted by the group, which includes station as well as manufacturing members.

First the committee decided to drop the term "booster," which originally applied to auxiliary stations operating on the same channel as the mother station. Replacing that will be the term "satellite."

A new definition, "special service stations," was adopted by the RETMA committee to cover a station that would operate under relaxed transmitter and antenna rules, using a different channel and perhaps eventually originating some of its own programs.

In addition to the results of local experiments, the FCC will receive an engineering study of satellites prepared for the RETMA committee by the consulting firm of Craven, Lohnes & Culver. This study charts technical characteristics of auxiliary stations and covers co-channel separation.

While industry tests show how auxiliary stations can feed good signals into underserved communities, with a minimum of co-channel interference or "area of confusion" where the same channel is used, concern was voiced over other aspects of the satellite situation.

At first reading, the FCC order appeared to invite applications to build additional transmitters operating on uhf channels but at the same time it indicated that broadcast interests owning a full quota of uhf-vhf properties could not add auxiliaries because of the multiple ownership rule.

The FCC, too, apparently showed no interest in use of co-channel booster signals of 10 w to fill specified spots. Industry experiments have disclosed that these 10 w auxiliaries can be tailored to precise areas without setting up ghost spots, or areas of confusion.

RETMA's satellite committee is wrapping

Text of the FCC's Satellite Order

THE COMMISSION has received inquiries from persons interested in uhf television as to whether it would authorize the construction of new uhf television stations or the operation of existing uhf television stations where such stations do not propose to originate local programs from local studios. It has been urged that the high cost of the necessary equipment for such programming has acted as a deterrent for parties otherwise interested in constructing and operating uhf television stations.

The Commission will consider applications for stations in the uhf band which do not propose to originate any local programs and where it appears that this type of operation would permit the flexibility in operation and the necessary economy to make feasible a television station which otherwise may not be constructed. Such a station would be required to meet all applicable rules and would differ from other television broadcast stations only in the matter of originating local programs.

A question has also been raised whether authorization of a station on a uhf frequency to an applicant whose programming would be limited to duplication of the program material of another television station controlled by him in a nearby community would be precluded by Sec. 3.636(a) (1) of the Commission's rules. This section provides, in substance, that a television license will not be granted to a party who "owns, operates, or controls another television broadcast station which serves substantially the same area." Because of the limited nature of the operation of a uhf station described above, in effect, it merely provides an extension of the service of the originating station. Accordingly, the Commission will consider waivers of Sec. 3.636(a) (1) of its rules in order to permit such dual-channel operations in cases where an appropriate showing has been made that under the facts of a particular case such waiver would be in the public interest.

This policy will not become effective prior to Sept. 1, 1954. Adopted: Aug. 4, 1954 [Comr. Hennock dissenting].

up a report on the way Sylvania picked up vhf signals from WJAC-TV Johnstown and WFBG-TV Altoona, roughly 90 miles away from the Pennsylvania community of 3,600 people, and from WBEN-TV Buffalo, rebroadcasting them locally via uhf.

Committee members described WJAC-TV reception from Sylvania's two uhf transmitters as "good" to "very good," and quite satisfactory from the viewer's standpoint. Stations with 10 w power have been on uhf ch. 22 and ch. 82.

Sylvania tests were described as showing that for perhaps $15,000 to $20,000 a station can build an auxiliary outlet, compared to the $150,000 cost of a tv station barely meeting minimum technical requirements.

Ben Adler, head of Adler Communications Labs, New Rochelle, N. Y., is preparing the RETMA committee report to the FCC as chairman of the industry committee. He is understood to have conducted tests at his laboratory.

Neal McNaughten, of RCA Engineering Products Div., gave an oral report on RCA's Mississippi tests at the Emporium committee meeting and T. A. M. Craven, of Craven, Lohnes & Culver, outlined results of his firm's studies.

RCA's 70-page report to the FCC shows findings of a research team headed by Dr. George H. Brown of the David Sarnoff Research Center [B•T, Aug. 2].

Whereas the Sylvania tests picked up vhf signals and rebroadcast them on uhf channels, RCA's Mississippi booster, located at Vicksburg, provided a booster signal for this shadowed area on the same uhf ch. 25 used by WJTV (TV), located 37 miles away in Jackson.

This type of operation is not covered in the FCC notice.

Special "zig-zag" receiving and transmitting antennas developed at the Princeton research center were used at Vicksburg. The receiving antenna consists of eight rows of zig-zag elements mounted in front of a square reflector about eight feet on a side. It is described as highly directional, giving a gain of about 100.

The signal was fed to a 10 w amplifier and then to a 100-gain transmitting antenna that gave a signal of perhaps 100 gain.

Theodore A. Smith, vice president and general manager of RCA's Engineering Products Div., described the operation this way: "The coverage produced by the booster system gave WJTV an effective increase in its power by 200 times in the shadowed Vicksburg area and a 23 db improvement in field intensity in at least half of the total receiving area." He added, "Once the topography of a specific tv service area is known, a good engineering estimate of the ERP needed to establish a given grade of uhf service can be made." RCA's report includes 70 pages of conclusions, including 40 pages of diagrams, curves and photographs.

WSM-TV Nashville reported to the Commission last year on its use of a booster signal at Lawrenceburg, Tenn., taking horizontally polarized signals and rebroadcasting them on WSM-TV's ch. 5 with vertical polarization. In his report to the FCC [B•T, Aug. 24-Jan. 19, 1953], John H. DeWitt, WSM-TV president, estimated a booster could be constructed for about $5,000, with negligible operating cost.

Sylvania has contended that nearly 9,000 communities have a population of less than 50,000, many of them located 50 or more miles from a tv station and many situated in rugged terrain. Development of satellites, Sylvania argued, could quickly bring first tv service to millions, bolster the national economy by creating new markets for receivers, and encourage building of regular tv broadcasting stations in markets which had many homes equipped with receivers bringing in satellite signals.

FCC APPROVES UHF 'BUDGET' STATIONS

SATELLITES and local independent "budget" stations in the uhf band "which do not propose to originate local programs" are FCC's immediate answer to salve the wounds of uhf—held before the recent Senate Commerce Subcommittee as a dying patient.

Acting boldly and unexpectedly in what is considered its first major policy revision on tv station assignment principles since the Sixth Report and Order which lifted the long tv freeze and settled television reallocation, the Commission majority Thursday announced that after Sept. 1 it will consider on a case-to-case basis applications for two new kinds of stations:

(1) Uhf satellite, which would rebroadcast the parent station—either vhf or uhf—owned by the same interest in a neighboring community (FCC will waive its duopoly rule on overlap on showing of good cause.

(2) Uhf budget station (independent local uhf outlet described as comparable to the radio "coffee pot" of former years), which would operate with virtually nothing but a transmitter and telecast only film or network.

In a vigorous, detailed dissent, Comr. Frieda B. Hennock considered the plan the death blow to uhf.

Where the uhf outlet will function as a satellite, merely duplicating programs of the parent station owned by the same interest, FCC said it may waive Sec. 3.636(a) (1) of its rules, the duopoly provision which forbids a firm to have two stations serving or overlapping the same area. Good cause must be shown.

The satellite, however, will count as a full-fledged station in so far as counting up outlets under the FCC multiple ownership rule, the Commission said. The rule now limits five tv stations to a single interest, but FCC has proposed to allow two extra holdings for a total maximum of seven (of which no more than five may be vhf).

Subject to Tv Rules

In all other respects, FCC said, the new type uhf stations also will be subject to the Commission's tv rules, including minimum power, coverage of the principal city and channel allocation. They will have to use uhf allocations already established, an FCC spokesman explained, or petition for rule-making to provide for the allocation of a new uhf channel to any community.

The local budget station, according to the interpretation of another FCC official, conceivably could enter into agreement with a major market vhf or uhf outlet to rebroadcast the latter's programs in the new area. The major station could claim the local outlet as a "bonus" service or market expansion, while the budget outlet would be assured of a fixed income to meet its expenses and provide a fair profit.

An arrangement of this kind with a local independent budget outlet might occur, it was speculated, where the major market station already has its limit of owned-stations in other markets under the multiple ownership rule. The source felt "it is quite possible" the Commission would go along with such an agreement as an interim measure to spread uhf markets.

Basic purposes of the new policy, according to FCC sources interpreting the admittedly sketchy public notice, are (a) to provide existing uhf stations with a means of expanding their coverage areas to more evenly match vhf competition, (b) permit vhf stations to fill in "holes" in their areas or expand coverage and thereby develop new uhf "markets," (c) allow low cost independent uhf stations to get started in areas now without service and which might not support a full-fledged station (vhf or uhf) for some years to come and (d) generally stimulate uhf set circulation to get uhf "over the hump" in the transition period.

Commission spokesmen seemed to feel the new policy is considered an interim measure, although this is not spelled out. They felt that later, when the new budget stations have taken hold and are growing, they then could be expected to commence some form of local programming. A lot will depend on the economics of the market, it was noted, as well as the manner in which the new policy works out in practical application.

Comr. Hennock's dissent sees in the new policy a dangerous corollary to the history of fm by allowing entrenched vhf interests to "gobble up" their limit of uhf channels in adjacent markets and duplicate their attractive programs on the satellites, thereby smothering independent uhf competition.

Asked if she likens the plan to a "wolf in sheep's clothing," she replied, "It's worse than that. It isn't even covered. It's bare."

Comr. Hennock complained that the notice was added to the Commission's Wednesday agenda at "10 minutes to 5" and hurried through without sufficient deliberation. She also contends that a change of policy as important as this should be subject to rule-making, with a proposal issued first and then opportunity for industry comment and argument.

Uhf broadcasters have urged adoption of a policy permitting satellite and booster station operation to expand their markets to match vhf, but they want the privilege for uhf alone, not also for vhf stations.

Some Commission sources, however, indicated it was FCC's thinking that to permit vhf stations also to have uhf satellites would further speed development of new uhf markets because of the superior programming, including network shows, that would become available in the new areas over such uhf outlets.

They predicted that since FCC plans to rule on a case-by-case basis, such uhf satellites would not be granted to parent vhf stations where the net result would be to stifle independent uhf growth or buttress concentration of influence in the vhf interest.

Asked if proceeding on a case-by-case basis means the Commission would be faced with new disputes between vhf and uhf interests such as occurred in the Spartanburg case involving a move of ch. 7 WSPA-TV opposed by several neighboring uhf outlets, one FCC spokesman said he could conceive of such controversial cases arising.

"We'll just have to wait and see," he said. "We don't know just how this thing is going to work out. But we expect it to work to help uhf."

He reminded that FCC holds the reins since it will act on each application only after studying the overall effect on uhf in the area. Further, he pointed out, Sec. 309(c), the economic protest provision of the Communications Act, will apply to grants of uhf satellites or budget stations the same as to regular tv station authorizations.

In fact, he pointed out, in view of the precedent of the recent court case involving a protest by KAMD Camden, Ark., to the sale of KPLN there [B•T, July 26], as well as the earlier FCC hearing on the economic protest of a local newspaper against the tv grant to WBLK-TV Clarksburg, W. Va., Sec. 309(c) may affect practical application of FCC's policy in two ways.

First, he explained, Sec. 309(c) enables exist-

ing uhf interests to protect themselves from the encroachment of the uhf satellite of some major vhf (or even uhf) operator. Second, the new grants might be thwarted or delayed in some instances as local radio stations, newspapers or other communication interests protested under the liberalized Sec. 309(c) doctrine.

The Commission representative pointed out that the Camden case is the first in which a court ruled, although incidentally, that a Sec. 309(c) protestant "doesn't have to say very much to prove economic injury" and merit standing as a party in interest.

In her detailed dissent to the majority's brief uhf order, Comr. Hennock said, "What is happening to uhf is the most serious blow to the public interest which I have witnessed in over six years of Commission membership. And this announced policy is the last of a series of blows against uhf from which I fear it may never recover."

The Commission's ruling, she held, "taken without the opportunity for public scrutiny and comment, has two immediate and dangerous effects: (1) it delivers the final mortal blow to uhf which the Commission for years has stated to be the only hope for the full development of tv, and (2) it encourages and invites monopolistic control over tv, the most important medium of mass communications ever devised."

Basic Policies Upset

The Commission's ruling "is a seemingly innocuous one," Comr. Hennock said, "but actually overthrows basic policies established for over 14 years, and which had been scrupulously adhered to." What it does, she said, is this:

(1) It permits the favored vhf stations to gobble up the uhf spectrum, by allowing a vhf licensee to own as many as four—and in the near future, six—stations. Thus, instead of having what the Congress set up as our goal, a healthy system of nationwide competitive television, we are now headed toward the stifling of all uhf under vhf ownership.

(2) It relegates uhf television to an auxiliary role for vhf. This is exactly what happened to fm nine years ago, with the result that today there are only 60 independent fm stations on the air. However, the difference is that while fm was another form of aural radio, uhf is—according to the Commission's own consistent statements over the years—absolutely essential to an integrated nationwide competitive tv system in that it has 70 channels whereas vhf has only 12.

(3) The Commission places no limitation as to separations between parent and satellite stations. This means, therefore, that powerful and well established vhf stations can put struggling uhf stations out of business overnight by placing a new booster or satellite in the uhf's backyard, or as many others, within the top limit, as it can establish in the area in order to kill off all other existing uhf competition.

Comr. Hennock charged "the comparison in the fm and uhf stories is startling. They both commenced with a freeze. In both cases, when the freeze was lifted, there was an avalanche of new stations on the older band. In both cases the mushrooming of stations on the older band was accelerated by drop-ins and procedural shortcuts. In the uhf case drop-outs, mergers and quickie grants for new vhf stations was a major cause of the stifling of uhf development.

"In both fm and uhf, stations on the newer band were starving for network programming—their life-blood. In both, the same vicious circle inevitably ensued—no sets, no audience, no advertising revenue. And now the last piece of the fm pattern is being fitted into the uhf jigsaw puzzle—the reduction of the whole service to the role of an auxiliary. Nothing more is lacking and the stage is set for the complete stultification of uhf."

Comr. Hennock said "there is no comfort in the fact that the satellite stations would transmit their signals over uhf. If the original broadcast is transmitted from a vhf station, which is favored with the network programs, it is transparently clear that any present or potential uhf broadcaster in the areas reached by the booster or satellite station operation of a vhf 'parent' station is bound to be hurt and not helped. His business depends not on whether there is uhf reception in his area, but on whether the programs are broadcast from his station and whether the associated advertising revenues will replenish his empty treasury."

Apart from the "blighting effect which the extension of vhf service areas under the new policy could have on uhf," Comr. Hennock stated, "there is another serious defect in the policy. Since it is possible for the owners of a television station to acquire additional stations up to five (a proposed rule to be adopted shortly increases this maximum limit to seven), virtually the entire potential number of uhf channels could be absorbed in the form of satellite or booster stations. To whatever extent uhf assignments are so absorbed by vhf stations, the potential expansion of the number of competing television stations is concomitantly reduced."

Comr. Hennock continued, "At the same time I do not advocate the use of satellites by uhf stations without suitable limitations. The use of valuable spectrum space for satellites should be limited to the duration of the emergency so that whenever these channels are needed they can be utilized by uhf broadcasters who are prepared to render full local service.

"So little information was available to me in connection with this decision that it is impossible for me to say to what extent boosters can be used, not requiring the additional channel involved in satellite operation, since the booster can be used to take the signal from the same wave length and extend it without requiring an additional channel."

She also felt that "by permitting uhf operators to occupy valuable and limited spectrum space without furnishing locally originated programs, the Commission's policy serves to frustrate one of the basic objectives of the [Communications] Act. It also serves to increase the monopoly of control over tv by restricting programming sources."

Comr. Hennock reviewed the history of the "duopoly rule," Sec. 3.636, which she termed "one of the most important rules on the books of the Commission . . . It forbids common ownership of stations serving substantially the same area."

COMR. HENNOCK

Its origin dates back to June 1940 when it was first adopted in fm, she said, and it was extended to tv in 1941. In am the duopoly rule was adopted in 1943 after two years of consideration. Subsequently, some 40 licensees who owned two am stations in the same city or whose stations had a substantial overlap were required by the Commission to divest themselves of one of their stations, she recalled, noting the Commission did this "because it felt that the public interest in maximizing competition required the divestment."

By the newly announced policy, Comr. Hennock continued, "the Commission proposes to allow satellites which will overlap the parent station, and yet considers the satellite important enough to refer to it as a station in its own right. The Commission distinguishes it from the parent station only in that the satellite doesn't originate its own programming.

"There is no indication as to where these satellites will be located in relation to the main stations or how many satellites will be allowed in any given area to a licensee. Under the present multiple ownership rules in tv, a licensee can have up to four satellites; but under proposed rule making which is about to become final, two additional uhf stations may be authorized to tv licensees. Thus, a licensee could have up to six satellite stations.

"This fundamental change in the policy of the Commission as to overlap by stations under common ownership is achieved without even the formality of a proposal for rule making—the accepted procedure for effecting many far less consequential changes than this one. This change is effected simply by announcement of a new policy favoring the waiver of the important limitations in rule 3.636 (a) (1), to which the Commission generally has adhered with great stringency and to which the Commission has attached such importance that under the counterpart rule applied to am, stations which were not in conformity with the rule when it was adopted, were actually obliged to divest themselves of interests in overlapping stations."

Citing that "this far-reaching change in a fundamental element of policy was presented to the Commission under a last minute addition to the agenda, without opportunity for the Commissioners to analyze its implications carefully in advance," Comr. Hennock pointed out there were "no supporting staff studies or policy appraisals by the staff. Quite apart from the objectionable content of the policy, I find it noteworthy that this fundamental change was put through in haste and without following the usual procedure.

Hasty Decision

"This hasty decision on a matter of fundamental importance was made without affording interested parties a prior opportunity to submit comments and objections such as is normally afforded them in the rule making procedure.

"With the scarcity of vhf channels as great as it is, to further confine the ownership of tv to as few as possible with service in as large areas as possible, further tends to a monopoly of the most important mass medium."

Comr. Hennock summarized her own remedies to aid uhf, submitted earlier to the Senate subcommittee.

The "ultimate measure" is the transfer of all television broadcasting to the uhf band, Comr. Hennock said. "So long as television continues to operate as an intermixed system of both vhf and uhf, the fact that it has become possible to blanket the country with very few stations operating in the 12 vhf channels will continue to exert overpowering allure to those whose interests are served by an economy of scarcity."

Comr. Hennock explained the "bug-a-boo of massive dislocation and gigantic cost" in any switch to uhf "is without substance. The transfer, properly planned and carried out in five years can and should be achieved with minimum dislocation and cost."

"With television at the crossroads and with a potential of 85% of all tv channels facing abandonment (uhf stations have been signing off the air in a steady stream and continue to do so), it should be clear to this Commission as it is to the uhf broadcasters that its announcement is the final nail driven in the coffin which has been under construction for some time to harbor the remains of uhf—the only hope for a truly nationwide healthy competitive system of television."

NARTB, TVAB LINK FORCES FOR ALL-INDUSTRY TV DRIVE

Washington merger session forms plans for Television Bureau of Advertising Inc. (TvB), with plans to begin operations in October.

TEN industry executives, whose blended peace-making efforts led to a merger of NARTB's tv sales bureau project and the competitive Television Advertising Bureau (TvAB), are now serving as the temporary directors of a new all-industry Television Bureau of Advertising Inc. (TvB). The bureau is shooting for an October starting date, with headquarters in New York.

Their actual assumption of this role awaits a telephone-mail referendum of NARTB Tv Board members and the TvAB Executive Committee. Details of the new project, as approved last Thursday at a Washington meeting, have been mailed. TvB sires hope they will have formal ratification of their project by Aug. 20.

With ratification, the 10-man committee is to meet in Chicago Aug. 30, in the role of a temporary board. Should a Delaware charter be granted by that time, the temporary board may then become a permanent board, or the nucleus of a board having as many as 18 members.

While the new bureau's worksheets are almost entirely the result of two years of NARTB board, committee and staff study, the functions to be performed cover most of the objectives sought by TvAB's hundred-plus members. The TvAB membership voiced its ideas of tv sales promotion functions in a stack of 86 questionnaires sent out by Richard A Moore, KTTV (TV) Los Angeles, TvAB acting chairman [B•T, Aug. 2, July 26].

Serve as Co-Chairmen

Serving as co-chairmen of Thursday's TvB organization meeting were Clair R. McCollough, Steinman Stations, who is chairman of NARTB's Tv Board, and Mr. Moore. The 10-man group got off to a flying start Thursday after a four-man task force had worked on the project all day Wednesday.

One of the first jobs was to adopt a name for the tv sales bureau. The TvB symbol had been proposed by B•T [CLOSED CIRCUIT, Aug. 2].

NARTB drops out of the TvB picture, once its Tv Board has ratified the project. It will continue to have indirect representation through 50% membership on the temporary board, just as TvAB has 50%.

Judging by the way the two interests teamed up Wednesday and Thursday, the separate NARTB and TvAB concepts will quickly disappear as the bureau goes about the job of competing for television's share of the advertising dollar. Television as a whole will be promoted and networks will enjoy benefits alongside national spot and local selling.

Preliminary drafting of TvB worksheets has been handled by Thad Brown, NARTB tv vice president-counsel; Howard H. Bell, assistant vice president, and John H. Smith, manager of public affairs. They submitted a report Wednesday to the task force, including full details of the proposed operation and means of getting it under way.

At the Wednesday meeting were Messrs. McCollough and Moore; Campbell Arnoux, WTAR-TV Norfolk, Va., and Roger W. Clipp, WFIL-TV Philadelphia. Mr. Arnoux is vice chairman of the NARTB Tv Board.

Flanking them Thursday were these three from NARTB's Tv Board: Kenneth L. Carter, WAAM (TV) Baltimore; Merle S. Jones, CBS New York, and W. D. Rogers Jr., KDUB-TV Lubbock, Tex. The three additional TvAB committeemen were L. H. Rogers, WSAZ-TV Huntington, W. Va.; George B. Storer Jr., Storer Broadcasting Co., and Henry W. Slavick, WMCT (TV) Memphis.

A tentative budget of $400,000 was set up for TvB's first fiscal year. This money will be raised by monthly dues based on the highest published quarter-hour non-network rate of active members (tv stations and national networks). Associate membership will include station representatives and others to be agreed on at a later date.

With ratification of TvB, the TvAB project started last April with the active support of Station Representatives Assn. will wind up its functions and presumably close its New York office in the New Weston Hotel. TvAB was based on promotion of local and national spot television advertising whereas TvB includes national networks. In TvAB, networks could take part only through their owned stations.

Presidency Candidates

Large numbers of applications for the TvB presidency are being considered, with many prominent industry figures on the list. TvAB has turned over its own list to the new bureau. The executive structure of TvB includes the board of directors and board chairman. Under them will be the president.

A director of sales and sales promotion will head departments on local sales, national spot sales, network sales and research. Each will be run by a manager who will report to the president. A number of other employes will report directly to the president.

The Wednesday and Thursday meetings were marked by harmony as the two five-man groups carried out the spirit of a merger move that had been led by Mr. Rogers, a member of NARTB's Tv Board and of TvAB's Executive Committee. As the only person serving a top role on both groups, he brought them together by pointing to the dangers of an intra-industry television feud.

TvB will operate as a non-profit corporation completely divorced from NARTB. It will fill the role performed for radio by Broadcast Advertising Bureau (BAB) and also follow the pattern of bureaus serving the competitive printed and outdoor fields.

This is the way the new TvB services were digested in a formal announcement:

"1. To promote the broader and more effective use of television as an advertising medium at all levels (local, regional, national-spot and network);

"2. To sell present and prospective advertisers (and their agencies) the productive use

TvAB Desires Fulfilled

MEMBERS of TvAB, who formed a tv advertising bureau last spring, will get the specific sales promotion services they desire when the new Television Bureau of Advertising (TvB) gets underway, according to Richard A. Moore, KTTV (TV) Los Angeles, who engineered TvAB's successful drive to sign nearly 125 stations [B•T, May 31, et seq.].

Asked his views of the joint project of the NARTB-TvAB merger committee, Mr. Moore told B•T Thursday:

"The TvAB members of the merger committee could not be more enthusiastic at the conclusions reached today. The joint plan, as far as TvAB is concerned, conforms to the almost unanimous opinions of the TvAB station members as expressed in response to a recent questionnaire while preserving at the same time all the benefits of the all-industry concept contemplated by the merger."

FORMAT for a tv sales promotion bureau was approved Thursday by this 10-man joint committee at its Washington meeting. Taking part were (l to r): seated, Roger W. Clipp, WFIL-TV Philadelphia; W. D. (Dub) Rogers Jr., KDUB-TV Lubbock, Tex.; Henry W. Slavick, WMCT (TV) Memphis; Clair R. McCollough, Steinman Stations, NARTB Tv Board chairman; Richard A. Moore, KTTV (TV) Los Angeles, acting chairman of the TvAB project; standing, George B. Storer Jr., Storer Broadcasting Co.; L. H. Rogers, WSAZ-TV Huntington, W. Va.; Campbell Arnoux, WTAR-TV Norfolk, Va., NARTB Tv Board vice chairman; Merle S. Jones, CBS, and Kenneth Carter, WAAM (TV) Baltimore.

of television advertising for their particular goods and/or services;

"3. To keep members and their staffs informed of advances in the art of salesmanship and tested and successful television techniques, and to supply promotional support for the application of such knowledge;

"4. To serve as a clearing house of information on television advertising, its audience, its economics and the vital force which it exerts in the business life of the American community;

"5. To foster continued progress and development of television as a medium of advertising;

"6. To provide such services and perform such functions as may be necessary and proper to effectuate these purposes and objectives."

TvB's "Digest of Services" describes its general purpose this way:

"In order to attract maximum support from the industry, the Bureau must present immediate evidence of tangible work being performed in behalf of television in its entirety and in each of its principal fields—local, regional, national spot, network.

"There are two general areas of service, each of which is outlined on the following pages:

"a.—those performed *in behalf of* members.

"b.—those supplied *directly to* members.

"The following digest lists the kind of Bureau work which will be necessary in each case. The plan contemplates immediate action with expansion and acceleration of such services to reflect, in direct ratio, the growth of the organization."

Formal Announcement

Here the formal announcement describes the "First Area of Service" in this language.

"The first area of service is that designed to forcefully promote the use of television as an advertising medium.

"Services which will be rendered by the Bureau in this connection are as follows:

"—an over-all presentation on the advantages—at all levels—of television as an advertising medium, with distribution to advertisers, agencies and trade associations as well as members.

"—assembly and dissemination of facts and figures on television advertising impact—of local, regional, national spot, and network case histories—and success stories.

"—regional clinics for advertisers and agencies.

"—personal conferences with and presentations to agencies and advertisers, including conferences and presentations relating to specific categories of television advertising.

"—continuing contact with trade associations (such as the National Retail Dry Goods Assn.) to promote television as a sales implement.

"—'spadework' with advertisers not presently employing television.

"—speeches and staged demonstrations of television techniques and effectiveness.

"—direct mail campaigns to industries, including reports on research finding, results of testing, budget guidance, etc.

The announcement then goes into the "Second Area of Service," aimed at bureau members, explaining the plans as follows:

"—a regular mailing to members incorporating sales and marketing ideas, tested approaches, a calendar of selling events, data on related economic factors, and promotional aids.

"—regional 'workshop' meetings for members and constant contact with members to elicit detailed information on their promotional needs.

"—a television sales manual for local selling indexing basic material on individual types of business, their selling habits, their distribution systems, and suggested ways in which each can use television most effectively.

"—a card file of co-op arrangements and dealer allowances of national advertisers.

"—inserts, brochures and circulars which can be used with the members own sales presentations.

"—guides to effective business forms, market data, coverage maps, sales and promotional department set-ups.

"—a training course for television salesmen.

"—promotional announcements, slides, speeches, mats and slogans."

GIFT PLAQUE commemorating his talk to Southern California Broadcasters Assn. members last month on "My Nine Years with the Broadcasters" [B•T, July 26] is presented Judge Justin Miller (3d r), former NARTB president, board chairman and counsel. At the presentation are (l to r) Robert Coleson, Hollywood representative, Advertising Council Inc.; Don Petty, former NAB attorney and partner in the Los Angeles law firm of McClean, Salisbury, Petty & McClean, with which Judge Miller is presently connected; Robert McAndrews, vice president and commercial manager, John Poole Broadcasting Co., Hollywood, and SCBA president; Judge Miller; Calvin Smith, president and general manager, KFAC Los Angeles and SCBA board member, and William Beaton, general manager, KWKW Pasadena, SCBA board member and president, California State Broadcasters Assn.

BAB Reports New Members

TWO radio station representatives, two foreign stations and 13 U. S. stations joined BAB within the past month, Arch L. Madsen, BAB director of member service, reported Thursday.

Grant Webb & Co., New York, and Radio & Television Sales Inc., Toronto, are BAB's new representative firm members. The two stations from outside the country are CKTS Sherbrooke, Que., and RPC in the Panama Canal Zone. New U. S. station members of BAB are KBHS Hot Springs, Ark.; KENT Shreveport, La.; WBTN Bennington, Vt.; WBUD Trenton, N. J.; WDEF, WDOD and WDXB Chattanooga, Tenn.; WDIX Orangeburg, S. C.; WHEN Syracuse; WIS Columbia, S. C.; WIST Charlotte, N. C.; WRDK Rockland, Me.; WRLD West Point, Ga.

RETMA Reappoints Halpin

DAN D. HALPIN, Allen B. DuMont Labs, tv receiver sales division, has been reappointed chairman of the Sales Managers Committee of the Radio-Electronics-Tv Mfrs. Assn. A. A. Currie, Sylvania Electric Products, was reappointed eastern vice chairman and E. L. Taylor, Stewart-Warner Electric, western vice president.

Merchandising Neglect Cited in ANA Survey

Sales and advertising managers stress importance of merchandising, but feel that job is not being adequately done at present.

ALTHOUGH most sales and advertising managers believe that merchandising of advertising is important, answers of 128 advertising managers and 82 sales managers to questionnaires sent them by the Assn. of National Advertisers indicate that very few companies are satisfied that they are doing this job as well as they should.

That is one conclusion drawn by the Merchandising [of] the Advertising Steering Committee of ANA, which conducted the survey, "What Sales and Advertising Managers Think and Do About Merchandising Their Advertising."

Replies are carefully analyzed and charted in the 33-page report of the committee, whose conclusion was:

"If, in these times, it is important that we get our full money's worth out of every advertising dollar—if, as everyone apparently agrees, one way of getting greater value from the advertising dollar is to support it by a strong merchandising program, by getting the sales force and the trade excited enough about the advertising to do something about it—then surely this is the time when this important activity needs more than lip service. It needs the full attention of top management and an adequate allocation of support in the form of men, money and merchandising ideas. In many cases these requirements are now being met."

Lauren Hagaman, Congoleum-Nairn, is chairman of the committee.

Other members are: M. J. Batenburg, Pittsburgh Plate Glass Co.; Frank Beiderman, Kim-

WBBM GOES T
25¢
FOR A DELICIOUS TREAT
TRY A
JELLIED
FRUIT
SALAD
LUCKY
SLICED
PEACHES
Baker's Fruit
Delicious

. . . *with your product!*

In supermarkets today, with their stocks of some 5,000 items and brands (all of them competing for the shoppers' attention), it takes something *extra* to maintain fast turnover. That's why WBBM has added a new dimension to food-store marketing . . .

WBBM Supermarketing

Once you qualify, WBBM Supermarketing arranges for *week-long* displays of your product in all participating stores, including 850 stores of the Kroger, A&P, National Tea, and Jewel chains. Together, these 850 stores account for approximately *50% of all grocery sales* throughout the entire metropolitan Chicago area.

Thus, your product gets the most effective two-way advertising-plus-merchandising selling in the Chicago area. In the stores, for a full week at a time . . . and on Chicago's biggest station, which has the largest audience (45% larger than the nearest competitor's) . . . the most quarter-hour wins (almost twice as many as *all other* stations combined) . . . and the most locally-produced shows (8 of the top 10, 13 of the top 15).

If you're in the market for customers in Chicago, get all the information on WBBM Supermarketing by calling Bill Miller at WBBM (Whitehall 4-6000), or the nearest CBS Radio Spot Sales office.

50,000 watts **WBBM RADIO**

Chicago's Showmanship Station

Sources on request

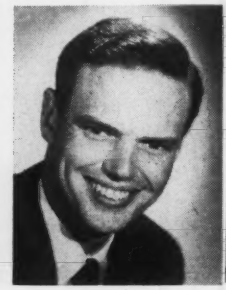
former Miss America, and John Daly, ABC vice president in charge of tv news, will be the official Philco hosts.

Announcement of the sponsorship was made by Ray B. George, vice president of merchandising for Philco, at the two day national distributor convention held by Philco in New York last week (see story, page 102).

Houck & Co. Agency Becomes Bishopric, Green & Assoc.

REORGANIZATION of Houck & Co. of Florida Inc., Miami advertising agency, which becomes Bishopric, Green & Assoc. Inc., has been announced by President Karl Bishopric. Jack I. Green has been elected vice president and creative director.

Mr. Green, formerly head of his own advertising art studio in Miami and president of the local art directors club, also has been elected



MR. BISHOPRIC

MR. GREEN

to the board of directors as has Vice President W. Arthur Fielden, who has been with the agency since 1952.

Stock in the Houck & Co. agency, formerly held by C. B. Houck of Roanoke, Va., has been purchased by the new company. Previous affiliations with Houck & Co. of Virginia have been severed, Mr. Bishopric said.

Mr. Bishopric also is associated with Robert G. Venn in the political counseling firm of Venn, Martin & Bishopric, which is closely connected with the advertising agency. No changes are anticipated in the personnel of the companies nor in the status of the accounts which they serve.

BBDO Elects White, Williams

GORDON WHITE, in charge of the creative department, and William M. Williams, head art director, BBDO Chicago, were elected vice presidents of the agency last week, Ben Duffy, president of BBDO, announced. Mr. White has been with the agency since 1942 and Mr. Williams joined the firm in 1948.

Joseph H. Curtis Dies

JOSEPH H. CURTIS, 37, vice president of Donahue & Coe, New York, died last week in New York's Northern Westchester Hospital of a heart ailment after a brief illness. Mr. Curtis previously was vice president of Weiss & Geller and also had many theatrical interests.

Surviving are his wife, Jewel, his parents, Mr. and Mrs. Jack Cohn, two sons and two brothers. His father is executive vice president of Columbia Pictures.

National Cheese Tv

NATIONAL Cheese Co., Chicago (Daisy Brand whipped butter), will spend about $30,000 —or about 40% of its overall advertising budget—on Chicago television programs within the next 39 weeks, it was announced last week. Agency is Sherwin Robert Rodgers & Assoc., Chicago.

Roto-Broil Sets Ad Budget

ROTO-BROIL Corp. of America, N. Y., will spend $900,000 in television, newspapers and magazines for its Custom 400 model. Plans have not yet been made as to the allocation of the monies but it is expected to be decided by end of the month. Campaign will be national. Agency: Product Service, New York.

SPOT NEW BUSINESS

Proctor Electric Co. (appliances), Phila., through Weiss & Geller, N. Y., will use spot television in New York, Philadelphia and Los Angeles starting early October to end of December.

Canadian National Exhibition, Toronto, will use a large number of Canadian and United States radio and television stations for a campaign prior to and during the annual exhibition, held at Toronto Aug. 27 to Sept. 11. Agency: Foster Adv. Ltd., Toronto.

NETWORK NEW BUSINESS

Pet Milk Co., St. Louis, will sponsor Aug. 24 and 31 programs of *Life with Father* (Tues. 10-10:30 p.m., EDT), which returns to CBS-TV on former date. Pet Milk will alternate weekly sponsorship starting September with S. C. Johnson & Sons Inc., Racine, Wis. Agencies: Needham, Louis & Brorby, Chicago (Johnson) and Gardner Advertising, St. Louis (Pet Milk).

Chrysler Corp., Detroit, will sponsor series over CBS-TV, (Thurs. 8:30-9:30 p.m., EST) starting Sept. 30, encompassing once-a-month color extravaganza featuring Hollywood personalities, called *Shower of Stars,* and group of dramas, also color, titled *Climax* remaining three weeks of each month.

Christian Hansen's Labs. Inc., Junket Brand Foods div., Little Falls, N .Y., will sponsor one half of Tues.-through-Fri. segments of *Modern Romances* (ABC Radio, Mon.-Fri., 11-11:15 a.m., EDT), starting Aug. 31, with plans to add Monday to schedule Sept. 20. Agency: McCann-Erickson, N. Y.

Brillo Mfg. Co., Brooklyn, to sponsor *So You Want to Lead a Band* (ABC-TV, Thurs. 9-9:30 p.m., EDT), starting Aug. 5 for 52 weeks, for Brillo Cleanser pads and other products. Agency: J. Walter Thompson Co., N. Y.

Rockwood & Co., Brooklyn, to sponsor 9-9:15 a.m., EST, Wed. and Fri. portions of *Breakfast Club* (ABC Radio, 9-10 a.m., EST), effective Oct. 6. Agency: Paris & Peart, N. Y.

AGENCY APPOINTMENTS

J. A. Wright Co., Keene, N. H. (Wright's Silver Cream), appoints H. B. Humphrey, Alley & Richards, Boston.

Taylor Wine Co., Hammondsport, N. Y., appoints D'Arcy Adv., N. Y., to handle advertising and public relations, effective Aug. 2.

Newark Packing Co. (food specialists), Newark, N. J., names Paris & Peart, N. Y., to handle advertising.

Trio Chemical Works Inc., Brooklyn, appoints Peck Adv. Agency, N. Y., for Amazon Germicidal Floor Wax account with Sid Alesander as account executive.

Topco Assoc., Chicago (food distributors), appoints Russel M. Seeds Inc., same city.

Foster Bros. Mfg. Co., St. Louis (Ideal furniture and sleep products), appoints Warner & Todd Inc., same city, with Mel L. Brink as account executive.

AGENCY SHORTS

Lohmeyer, Adleman & Montgomery, Phila., moved to new quarters at 149 N. 16th St.

Honig-Cooper Co., Seattle, and Kraft Adv., same city, merge effective Sept. 1, with Donald B. Kraft and Warren E. Kraft Jr., Kraft agency principals, joining Honig-Cooper's Seattle executive and creative staff.

A&A PEOPLE

William Gleed Coe appointed vice president in charge of manufacturing, Personal Products Corp. (Modess, Meds, Coets, Jonny Mop, Yes Tissue), Milltown, N. J.

MR. HOLDER

Glenn Holder, executive vice president, Maryland Pharmaceutical Co., Baltimore, elected president.

Mahlon G. Remington, Lewis & Gilman, Phila., named advertising and sales promotion manager, Seabrook Farms, Bridgeton, N. J.

George F. Gill and **J. R. Wickstrom,** Miller Brewing Co., Milwaukee, appointed assistant advertising managers.

Charles H. Kinzel Jr., account executive, Lewis Adv., Newark, N. J., elected a vice president.

Gordon E. White, copy chief, BBDO, Chicago, elected a vice president.

Joseph Lowe, formerly with Rhoades & Davis, L.A., to Scott Henderson Adv., Tucson, Ariz., as account executive.

Robert L. Bender, formerly production manager, Maxon Inc., Detroit, to Robertson, Buckley & Gotsch, Chicago, in similar capacity, succeeding **G. Bob Green,** named account executive.

Linwood G. Lessig, J. Walter Thompson Co., N. Y., to Al Paul Lefton Co., N. Y., as director of technical advertising.

Albert B. Buffington, Hollywood radio-tv program packager, to Dan B. Miner Co., L. A., as assistant to vice president in charge of radio-tv. **Bob Dennis,** formerly sales representative with *Sunset Magazine* and *American Weekly,* to merchandising department.

John V. Matthews, formerly with McKee & Albright, Phila., named art director, Franklin Fader Co., Newark, N. J.

William A. Exline, formerly an account executive, KRON-TV San Francisco, appointed television sales manager for that city for Free & Peters Inc., succeeding **Richard G. Rothlin,** transferred to Chicago office.

Will history repeat itself when WKBT goes on the air?

OPEN YOUR HISTORY BOOK to 1948, when commercial television was in its infancy. Look at the record of the first TV advertisers. The *wise* ones. Most of them enjoyed tremendous success. Some had to take a breather from advertising to catch up with orders. And one manufacturer of convertible sofa-beds traces his booming business directly to his early TV advertising.

Television's Shangri-La

History will soon repeat itself with the opening of WKBT—the first television station covering the La Crosse, Wisconsin, area—the only metropolitan area station in the 300-mile sector between Minneapolis and Milwaukee. In this great virgin territory live more than a half a million people, most of whom have never seen television on a continuous basis . . . who have never been exposed to the tremendous selling force of TV. No other station serves La Crosse—not even by "overlap." Hence, WKBT can offer the rare commodity in today's TV market—*unduplicated service*. Ideal conditions for your next test campaign!

Why is La Crosse an important market? The 1954 Consumer Market Yearbook calls it "America's newest metropolitan area." A powerful industrial city of stone and steel, set in rich agricultural country, La Crosse has 235 manufacturing plants that run up annual sales of more than $100,000,000. It supplies world markets with dozens of products from air conditioners to beer. From fertile La Crosse County, farmers get an income of $10,000,000 per year. Main crops—tobacco, small grains, vegetables for canning, famous Wisconsin dairy products. In addition, the scenic wonders of the Coulee region and its superb fishing and hunting facilities attract the tourist trade in profitable numbers. La Crosse is a terminus for rail, river and air transport and travel.

The people who live in the hub

How many live in the La Crosse area—served only by WKBT? At last count, the number was 607,185 people—176,873 families—with an effective buying income of $4020 per family! Families that can afford to buy. Families that will buy what you sell, when you sell it via *the first and only television station* in the La Crosse, Wisconsin, area.

WKBT CHANNEL 8
LA CROSSE
WISCONSIN

NBC • CBS • Dumont

Affiliated with 5000 watt WKBH, La Crosse's 32 year old NBC outlet.

REPRESENTED NATIONALLY BY PAUL H. RAYMER COMPANY, Inc.

up a report on the way Sylvania picked up vhf signals from WJAC-TV Johnstown and WFBG-TV Altoona, roughly 90 miles away from the Pennsylvania community of 3,600 people, and from WBEN-TV Buffalo, rebroadcasting them locally via uhf.

Committee members described WJAC-TV reception from Sylvania's two uhf transmitters as "good" to "very good," and quite satisfactory from the viewer's standpoint. Stations with 10 w power have been on uhf ch. 22 and ch. 82.

Sylvania tests were described as showing that for perhaps $15,000 to $20,000 a station can build an auxiliary outlet, compared to the $150,000 cost of a tv station barely meeting minimum technical requirements.

Ben Adler, head of Adler Communications Labs, New Rochelle, N. Y., is preparing the RETMA committee report to the FCC as chairman of the industry committee. He is understood to have conducted tests at his laboratory.

Neal McNaughten, of RCA Engineering Products Div., gave an oral report on RCA's Mississippi tests at the Emporium committee meeting and T. A. M. Craven, of Craven, Lohnes & Culver, outlined results of his firm's studies.

RCA's 70-page report to the FCC shows findings of a research team headed by Dr. George H. Brown of the David Sarnoff Research Center [B•T, Aug. 2].

Whereas the Sylvania tests picked up vhf signals and rebroadcast them on uhf channels, RCA's Mississippi booster, located at Vicksburg, provided a booster signal for this shadowed area on the same uhf ch. 25 used by WJTV (TV), located 37 miles away in Jackson.

This type of operation is not covered in the FCC notice.

Special "zig-zag" receiving and transmitting antennas developed at the Princeton research center were used at Vicksburg. The receiving antenna consists of eight rows of zig-zag elements mounted in front of a square reflector about eight feet on a side. It is described as highly directional, giving a gain of about 100.

The signal was fed to a 10 w amplifier and then to a 100-gain transmitting antenna that gave a signal of perhaps 100 gain.

Theodore A. Smith, vice president and general manager of RCA's Engineering Products Div., described the operation this way: "The coverage produced by the booster system gave WJTV an effective increase in its power by 200 times in the shadowed Vicksburg area and a 23 db improvement in field intensity in at least half of the total receiving area." He added, "Once the topography of a specific tv service area is known, a good engineering estimate of the ERP needed to establish a given grade of uhf service can be made." RCA's report includes 70 pages of conclusions, including 40 pages of diagrams, curves and photographs.

WSM-TV Nashville reported to the Commission last year on its use of a booster signal at Lawrenceburg, Tenn., taking horizontally polarized signals and rebroadcasting them on WSM-TV's ch. 5 with vertical polarization. In his report to the FCC [B•T, Aug. 24-Jan. 19, 1953], John H. DeWitt, WSM-TV president, estimated a booster could be constructed for about $5,000, with negligible operating cost.

Sylvania has contended that nearly 9,000 communities have a population of less than 50,000, many of them located 50 or more miles from a tv station and many situated in rugged terrain. Development of satellites, Sylvania argued, could quickly bring first tv service to millions, bolster the national economy by creating new markets for receivers, and encourage building of regular tv broadcasting stations in markets which had many homes equipped with receivers bringing in satellite signals.

FCC APPROVES UHF 'BUDGET' STATIONS

SATELLITES and local independent "budget" stations in the uhf band "which do not propose to originate local programs" are FCC's immediate answer to salve the wounds of uhf—held before the recent Senate Commerce Subcommittee as a dying patient.

Acting boldly and unexpectedly in what is considered its first major policy revision on tv station assignment principles since the Sixth Report and Order which lifted the long tv freeze and settled television reallocation, the Commission majority Thursday announced that after Sept. 1 it will consider on a case-to-case basis applications for two new kinds of stations:

(1) Uhf satellite, which would rebroadcast the parent station—either vhf or uhf—owned by the same interest in a neighboring community (FCC will waive its duopoly rule on overlap on showing of good cause.

(2) Uhf budget station (independent local uhf outlet described as comparable to the radio "coffee pot" of former years), which would operate with virtually nothing but a transmitter and telecast only film or network.

In a vigorous, detailed dissent, Comr. Frieda B. Hennock considered the plan the death blow to uhf.

Where the uhf outlet will function as a satellite, merely duplicating programs of the parent station owned by the same interest, FCC said it may waive Sec. 3.636(a) (1) of its rules, the duopoly provision which forbids a firm to have two stations serving or overlapping the same area. Good cause must be shown.

The satellite, however, will count as a full-fledged station in so far as counting up outlets under the FCC multiple ownership rule, the Commission said. The rule now limits five tv stations to a single interest, but FCC has proposed to allow two extra holdings for a total maximum of seven (of which no more than five may be vhf).

Subject to Tv Rules

In all other respects, FCC said, the new type uhf stations also will be subject to the Commission's tv rules, including minimum power, coverage of the principal city and channel allocation. They will have to use uhf allocations already established, an FCC spokesman explained, or petition for rule-making to provide for the allocation of a new uhf channel to any community.

The local budget station, according to the interpretation of another FCC official, conceivably could enter into agreement with a major market vhf or uhf outlet to rebroadcast the latter's programs in the new area. The major station could claim the local outlet as a "bonus" service or market expansion, while the budget outlet would be assured of a fixed income to meet its expenses and provide a fair profit.

An arrangement of this kind with a local independent budget outlet might occur, it was speculated, where the major market station already has its limit of owned-stations in other markets under the multiple ownership rule. The source felt "it is quite possible" the Commission would go along with such an agreement as an interim measure to spread uhf markets.

Basic purposes of the new policy, according to FCC sources interpreting the admittedly sketchy public notice, are (a) to provide existing uhf stations with a means of expanding their coverage areas to more evenly match vhf competition, (b) permit vhf stations to fill in "holes" in their areas or expand coverage and thereby develop new uhf "markets," (c) allow low cost independent uhf stations to get started in areas now without service and which might not support a full-fledged station (vhf or uhf) for some years to come and (d) generally stimulate uhf set circulation to get uhf "over the hump" in the transition period.

Commission spokesmen seemed to feel the new policy is considered an interim measure, although this is not spelled out. They felt that later, when the new budget stations have taken hold and are growing, they then could be expected to commence some form of local programming. A lot will depend on the economics of the market, it was noted, as well as the manner in which the new policy works out in practical application.

Comr. Hennock's dissent sees in the new policy a dangerous corollary to the history of fm by allowing entrenched vhf interests to "gobble up" their limit of uhf channels in adjacent markets and duplicate their attractive programs on the satellites, thereby smothering independent uhf competition.

Asked if she likens the plan to a "wolf in sheep's clothing," she replied, "It's worse than that. It isn't even covered. It's bare."

Comr. Hennock complained that the notice was added to the Commission's Wednesday agenda at "10 minutes to 5" and hurried through without sufficient deliberation. She also contends that a change of policy as important as this should be subject to rule-making with a proposal issued first and then opportunity for industry comment and argument.

Uhf broadcasters have urged adoption of a policy permitting satellite and booster station operation to expand their markets to match vhf, but they want the privilege for uhf alone, not also for vhf stations.

Some Commission sources, however, indicated it was FCC's thinking that to permit vhf stations also to have uhf satellites would further speed development of new uhf markets because of the superior programming, including network shows, that would become available in the new areas over such uhf outlets.

They predicted that since FCC plans to rule on a case-by-case basis, such uhf satellites would not be granted to parent vhf stations where the net result would be to stifle independent uhf growth or buttress concentration of influence in the vhf interest.

Asked if proceeding on a case-by-case basis means the Commission would be faced with new disputes between vhf and uhf interests such as occurred in the Spartanburg case involving a move of ch. 7 WSPA-TV opposed by several neighboring uhf outlets, one FCC spokesman said he could conceive of such controversial cases arising.

"We'll just have to wait and see," he said. "We don't know just how this thing is going to work out. But we expect it to work to help uhf."

He reminded that FCC holds the reins since it will act on each application only after studying the overall effect on uhf in the area. Further, he pointed out, Sec. 309(c), the economic protest provision of the Communications Act, will apply to grants of uhf satellites or budget stations the same as to regular tv station authorizations.

In fact, he pointed out, in view of the precedent of the recent court case involving a protest by KAMD Camden, Ark., to the sale of KPLN there [B•T, July 26], as well as the earlier FCC hearing on the economic protest of a local newspaper against the tv grant to WBLK-TV Clarksburg, W. Va., Sec. 309(c) may affect practical application of FCC's policy in two ways.

First, he explained, Sec. 309(c) enables exist-

ing uhf interests to protect themselves from the encroachment of the uhf satellite of some major vhf (or even uhf) operator. Second, the new grants might be thwarted or delayed in some instances as local radio stations, newspapers or other communication interests protested under the liberalized Sec. 309(c) doctrine.

The Commission representative pointed out that the Camden case is the first in which a court ruled, although incidentally, that a Sec. 309(c) protestant "doesn't have to say very much to prove economic injury" and merit standing as a party in interest.

In her detailed dissent to the majority's brief uhf order, Comr. Hennock said, "What is happening to uhf is the most serious blow to the public interest which I have witnessed in over six years of Commission membership. And this announced policy is the last of a series of blows against uhf from which I fear it may never recover."

The Commission's ruling, she held, "taken without the opportunity for public scrutiny and comment, has two immediate and dangerous effects: (1) it delivers the final mortal blow to uhf which the Commission for years has stated to be the only hope for the full development of tv, and (2) it encourages and invites monopolistic control over tv, the most important medium of mass communications ever devised."

Basic Policies Upset

The Commission's ruling "is a seemingly innocuous one," Comr. Hennock said, "but actually overthrows basic policies established for over 14 years, and which had been scrupulously adhered to." What it does, she said, is this:

(1) It permits the favored vhf stations to gobble up the uhf spectrum, by allowing a vhf licensee to own as many as four—and in the near future, six—stations. Thus, instead of having what the Congress set up as our goal, a healthy system of nationwide competitive television, we are now headed toward the stifling of all uhf under vhf ownership.

(2) It relegates uhf television to an auxiliary role for vhf. This is exactly what happened to fm nine years ago, with the result that today there are only 60 independent fm stations on the air. However, the difference is that while fm was another form of aural radio, uhf is—according to the Commission's own consistent statements over the years—absolutely essential to an integrated nationwide competitive tv system in that it has 70 channels whereas vhf has only 12.

(3) The Commission places no limitation as to separations between parent and satellite stations. This means, therefore, that powerful and well established vhf stations can put struggling uhf stations out of business overnight by placing a new booster or satellite in the uhf's backyard, or as many others, within the top limit, as it can establish in the area in order to kill off all other existing uhf competition.

Comr. Hennock charged "the comparison in the fm and uhf stories is startling. They both commenced with a freeze. In both cases, when the freeze was lifted, there was an avalanche of new stations on the older band. In both cases the mushrooming of stations on the older band was accelerated by drop-ins and procedural shortcuts. In the uhf case drop-outs, mergers and quickie grants for new vhf stations was a major cause of the stifling of uhf development.

"In both fm and uhf, stations on the newer band were starving for network programming—their life-blood. In both, the same vicious circle inevitably ensued—no sets, no audience, no advertising revenue. And now the last piece of the fm pattern is being fitted into the uhf jigsaw puzzle—the reduction of the whole service to the role of an auxiliary. Nothing more is lacking and the stage is set for the complete stultification of uhf."

Comr. Hennock said "there is no comfort in the fact that the satellite stations would transmit their signals over uhf. If the original broadcast is transmitted from a vhf station, which is favored with the network programs, it is transparently clear that any present or potential uhf broadcaster in the areas reached by the booster or satellite station operation of a vhf 'parent' station is bound to be hurt and not helped. His business depends not on whether there is uhf reception in his area, but on whether the programs are broadcast from his station and whether the associated advertising revenues will replenish his empty treasury."

Apart from the "blighting effect which the extension of vhf service areas under the new policy could have on uhf," Comr. Hennock stated, "there is another serious defect in the policy. Since it is possible for the owners of a television station to acquire additional stations up to five (a proposed rule to be adopted shortly increases this maximum limit to seven), virtually the entire potential number of uhf channels could be absorbed in the form of satellite or booster stations. To whatever extent uhf assignments are so absorbed by vhf stations, the potential expansion of the number of competing television stations is concomitantly reduced."

Comr. Hennock continued, "At the same time I do not advocate the use of satellites by uhf stations without suitable limitations. The use of valuable spectrum space for satellites should be limited to the duration of the emergency so that whenever these channels are needed they can be utilized by uhf broadcasters who are prepared to render full local service.

"So little information was available to me in connection with this decision that it is impossible for me to say to what extent boosters can be used, not requiring the additional channel involved in satellite operation, since the booster can be used to take the signal from the same wave length and extend it without requiring an additional channel."

She also felt that "by permitting uhf operators to occupy valuable and limited spectrum space without furnishing locally originated programs, the Commission's policy serves to frustrate one of the basic objectives of the [Communications] Act. It also serves to increase the monopoly of control over tv by restricting programming sources."

Comr. Hennock reviewed the history of the "duopoly rule," Sec. 3.636, which she termed "one of the most important rules on the books of the Commission . . . It forbids common ownership of stations serving substantially the same area."

COMR. HENNOCK

Its origin dates back to June 1940 when it was first adopted in fm, she said, and it was extended to tv in 1941. In am the duopoly rule was adopted in 1943 after two years of consideration. Subsequently, some 40 licensees who owned two am stations in the same city or whose stations had a substantial overlap were required by the Commission to divest themselves of one of their stations, she recalled, noting the Commission did this "because it felt that the public interest in maximizing competition required the divestment."

By the newly announced policy, Comr. Hennock continued, "the Commission proposes to allow satellites which will overlap the parent station, and yet considers the satellite important enough to refer to it as a station in its own right. The Commission distinguishes it from the parent station only in that the satellite doesn't originate its own programming.

"There is no indication as to where these satellites will be located in relation to the main stations or how many satellites will be allowed in any given area to a licensee. Under the present multiple ownership rules in tv, a licensee can have up to four satellites; but under proposed rule making which is about to become final, two additional uhf stations may be authorized to tv licensees. Thus, a licensee could have up to six satellite stations.

"This fundamental change in the policy of the Commission as to overlap by stations under common ownership is achieved without even the formality of a proposal for rule making—the accepted procedure for effecting many far less consequential changes than this one. This change is effected simply by announcement of a new policy favoring the waiver of the important limitations in rule 3.636 (a) (1), to which the Commission generally has adhered with great stringency and to which the Commission has attached such importance that under the counterpart rule applied to am, stations which were not in conformity with the rule when it was adopted, were actually obliged to divest themselves of interests in overlapping stations."

Citing that "this far-reaching change in a fundamental element of policy was presented to the Commission under a last minute addition to the agenda, without opportunity for the Commissioners to analyze its implications carefully in advance," Comr. Hennock pointed out there were "no supporting staff studies or policy appraisals by the staff. Quite apart from the objectionable content of the policy, I find it noteworthy that this fundamental change was put through in haste and without following the usual procedure.

Hasty Decision

"This hasty decision on a matter of fundamental importance was made without affording interested parties a prior opportunity to submit comments and objections such as is normally afforded them in the rule making procedure.

"With the scarcity of vhf channels as great as it is, to further confine the ownership of tv to as few as possible with service in as large areas as possible, further tends to a monopoly of the most important mass medium."

Comr. Hennock summarized her own remedies to aid uhf, submitted earlier to the Senate subcommittee.

The "ultimate measure" is the transfer of all television broadcasting to the uhf band, Comr. Hennock said. "So long as television continues to operate as an intermixed system of both vhf and uhf, the fact that it has become possible to blanket the country with very few stations operating in the 12 vhf channels will continue to exert overpowering allure to those whose interests are served by an economy of scarcity."

Comr. Hennock explained the "bug-a-boo of massive dislocation and gigantic cost" in any switch to uhf "is without substance. The transfer, properly planned and carried out in five years can and should be achieved with minimum dislocation and cost."

"With television at the crossroads and with a potential of 85% of all tv channels facing abandonment (uhf stations have been signing off the air in a steady stream and continue to do so), it should be clear to this Commission as it is to the uhf broadcasters that its announcement is the final nail driven in the coffin which has been under construction for some time to harbor the remains of uhf—the only hope for a truly nationwide healthy competitive system of television."

NARTB, TVAB LINK FORCES FOR ALL-INDUSTRY TV DRIVE

Washington merger session forms plans for Television Bureau of Advertising Inc. (TvB), with plans to begin operations in October.

TEN industry executives, whose blended peace-making efforts led to a merger of NARTB's tv sales bureau project and the competitive Television Advertising Bureau (TvAB), are now serving as the temporary directors of a new all-industry Television Bureau of Advertising Inc. (TvB). The bureau is shooting for an October starting date, with headquarters in New York.

Their actual assumption of this role awaits a telephone-mail referendum of NARTB Tv Board members and the TvAB Executive Committee. Details of the new project, as approved last Thursday at a Washington meeting, have been mailed. TvB sires hope they will have formal ratification of their project by Aug. 20.

With ratification, the 10-man committee is to meet in Chicago Aug. 30, in the role of a temporary board. Should a Delaware charter be granted by that time, the temporary board may then become a permanent board, or the nucleus of a board having as many as 18 members.

While the new bureau's worksheets are almost entirely the result of two years of NARTB board, committee and staff study, the functions to be performed cover most of the objectives sought by TvAB's hundred-plus members. The TvAB membership voiced its ideas of tv sales promotion functions in a stack of 86 questionnaires sent out by Richard A Moore, KTTV (TV) Los Angeles, TvAB acting chairman [B•T, Aug. 2, July 26].

Serve as Co-Chairmen

Serving as co-chairmen of Thursday's TvB organization meeting were Clair R. McCollough, Steinman Stations, who is chairman of NARTB's Tv Board, and Mr. Moore. The 10-man group got off to a flying start Thursday after a four-man task force had worked on the project all day Wednesday.

One of the first jobs was to adopt a name for the tv sales bureau. The TvB symbol had been proposed by B•T [CLOSED CIRCUIT, Aug. 2].

NARTB drops out of the TvB picture, once its Tv Board has ratified the project. It will continue to have indirect representation through 50% membership on the temporary board, just as TvAB has 50%.

Judging by the way the two interests teamed up Wednesday and Thursday, the separate NARTB and TvAB concepts will quickly disappear as the bureau goes about the job of competing for television's share of the advertising dollar. Television as a whole will be promoted and networks will enjoy benefits alongside national spot and local selling.

Preliminary drafting of TvB worksheets has been handled by Thad Brown, NARTB tv vice president-counsel; Howard H. Bell, assistant vice president, and John H. Smith, manager of public affairs. They submitted a report Wednesday to the task force, including full details of the proposed operation and means of getting it under way.

At the Wednesday meeting were Messrs. McCollough and Moore; Campbell Arnoux, WTAR-TV Norfolk, Va., and Roger W. Clipp, WFIL-TV Philadelphia. Mr. Arnoux is vice chairman of the NARTB Tv Board.

Flanking them Thursday were these three from NARTB's Tv Board: Kenneth L. Carter, WAAM (TV) Baltimore; Merle S. Jones, CBS New York, and W. D. Rogers Jr., KDUB-TV Lubbock, Tex. The three additional TvAB committeemen were L. H. Rogers, WSAZ-TV Huntington, W. Va.; George B. Storer Jr., Storer Broadcasting Co., and Henry W. Slavick, WMCT (TV) Memphis.

A tentative budget of $400,000 was set up for TvB's first fiscal year. This money will be raised by monthly dues based on the highest published quarter-hour non-network rate of active members (tv stations and national networks). Associate membership will include station representatives and others to be agreed on at a later date.

With ratification of TvB, the TvAB project started last April with the active support of Station Representatives Assn. will wind up its functions and presumably close its New York office in the New Weston Hotel. TvAB was based on promotion of local and national spot television advertising whereas TvB includes national networks. In TvAB, networks could take part only through their owned stations.

Presidency Candidates

Large numbers of applications for the TvB presidency are being considered, with many prominent industry figures on the list. TvAB has turned over its own list to the new bureau. The executive structure of TvB includes the board of directors and board chairman. Under them will be the president.

A director of sales and sales promotion will head departments on local sales, national spot sales, network sales and research. Each will be run by a manager who will report to the president. A number of other employes will report directly to the president.

The Wednesday and Thursday meetings were marked by harmony as the two five-man groups carried out the spirit of a merger move that had been led by Mr. Rogers, a member of NARTB's Tv Board and of TvAB's Executive Committee. As the only person serving a top role on both groups, he brought them together by pointing to the dangers of an intra-industry television feud.

TvB will operate as a non-profit corporation completely divorced from NARTB. It will fill the role performed for radio by Broadcast Advertising Bureau (BAB) and also follow the pattern of bureaus serving the competitive printed and outdoor fields.

This is the way the new TvB services were digested in a formal announcement:

"1. To promote the broader and more effective use of television as an advertising medium at all levels (local, regional, national-spot and network);

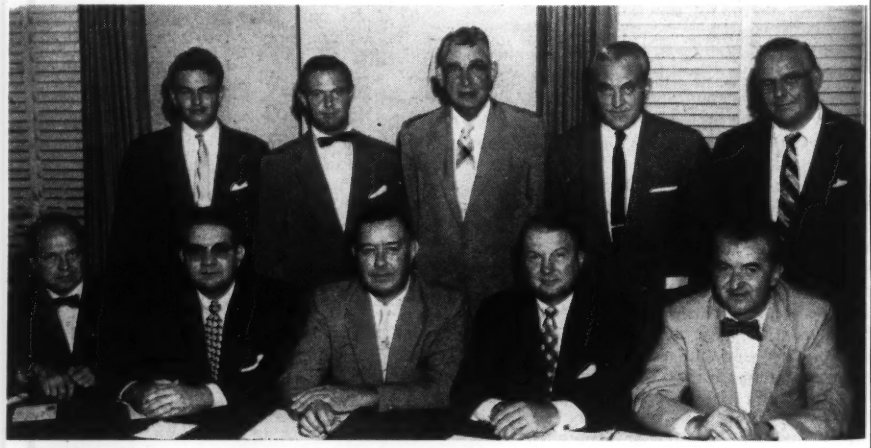
"2. To sell present and prospective advertisers (and their agencies) the productive use

TvAB Desires Fulfilled

MEMBERS of TvAB, who formed a tv advertising bureau last spring, will get the specific sales promotion services they desire when the new Television Bureau of Advertising (TvB) gets underway, according to Richard A. Moore, KTTV (TV) Los Angeles, who engineered TvAB's successful drive to sign nearly 125 stations [B•T, May 31, et seq.].

Asked his views of the joint project of the NARTB-TvAB merger committee, Mr. Moore told B•T Thursday:

"The TvAB members of the merger committee could not be more enthusiastic at the conclusions reached today. The joint plan, as far as TvAB is concerned, conforms to the almost unanimous opinions of the TvAB station members as expressed in response to a recent questionnaire while preserving at the same time all the benefits of the all-industry concept contemplated by the merger."



FORMAT for a tv sales promotion bureau was approved Thursday by this 10-man joint committee at its Washington meeting. Taking part were (l to r): seated, Roger W. Clipp, WFIL-TV Philadelphia; W. D. (Dub) Rogers Jr., KDUB-TV Lubbock, Tex.; Henry W. Slavick, WMCT (TV) Memphis; Clair R. McCollough, Steinman Stations, NARTB Tv Board chairman; Richard A. Moore, KTTV (TV) Los Angeles, acting chairman of the TvAB project; standing, George B. Storer Jr., Storer Broadcasting Co.; L. H. Rogers, WSAZ-TV Huntington, W. Va.; Campbell Arnoux, WTAR-TV Norfolk, Va., NARTB Tv Board vice chairman; Merle S. Jones, CBS, and Kenneth Carter, WAAM (TV) Baltimore.

of television advertising for their particular goods and/or services;

"3. To keep members and their staffs informed of advances in the art of salesmanship and tested and successful television techniques, and to supply promotional support for the application of such knowledge;

"4. To serve as a clearing house of information on television advertising, its audience, its economics and the vital force which it exerts in the business life of the American community;

"5. To foster continued progress and development of television as a medium of advertising;

"6. To provide such services and perform such functions as may be necessary and proper to effectuate these purposes and objectives."

TvB's "Digest of Services" describes its general purpose this way:

"In order to attract maximum support from the industry, the Bureau must present immediate evidence of tangible work being performed in behalf of television in its entirety and in each of its principal fields—local, regional, national spot, network.

"There are two general areas of service, each of which is outlined on the following pages:

"a.—those performed *in behalf of* members.

"b.—those supplied *directly to* members.

"The following digest lists the kind of Bureau work which will be necessary in each case. The plan contemplates immediate action with expansion and acceleration of such services to reflect, in direct ratio, the growth of the organization."

Formal Announcement

Here the formal announcement describes the "First Area of Service" in this language.

"The first area of service is that designed to forcefully promote the use of television as an advertising medium.

"Services which will be rendered by the Bureau in this connection are as follows:

"—an over-all presentation on the advantages—at all levels—of television as an advertising medium, with distribution to advertisers, agencies and trade associations as well as members.

"—assembly and dissemination of facts and figures on television advertising impact—of local, regional, national spot, and network case histories—and success stories.

"—regional clinics for advertisers and agencies.

"—personal conferences with and presentations to agencies and advertisers, including conferences and presentations relating to specific categories of television advertising.

"—continuing contact with trade associations (such as the National Retail Dry Goods Assn.) to promote television as a sales implement.

"—'spadework' with advertisers not presently employing television.

"—speeches and staged demonstrations of television techniques and effectiveness.

"—direct mail campaigns to industries, including reports on research finding, results of testing, budget guidance, etc.

The announcement then goes into the "Second Area of Service," aimed at bureau members, explaining the plans as follows:

"—a regular mailing to members incorporating sales and marketing ideas, tested approaches, a calendar of selling events, data on related economic factors, and promotional aids.

"—regional 'workshop' meetings for members and constant contact with members to elicit detailed information on their promotional needs.

"—a television sales manual for local selling indexing basic material on individual types of business, their selling habits, their distribution systems, and suggested ways in which each can use television most effectively.

"—a card file of co-op arrangements and dealer allowances of national advertisers.

"—inserts, brochures and circulars which can be used with the members own sales presentations.

"—guides to effective business forms, market data, coverage maps, sales and promotional department set-ups.

"—a training course for television salesmen.

"—promotional announcements, slides, speeches, mats and slogans."

GIFT PLAQUE commemorating his talk to Southern California Broadcasters Assn. members last month on "My Nine Years with the Broadcasters" [B•T, July 26] is presented Judge Justin Miller (3d r), former NARTB president, board chairman and counsel. At the presentation are (l to r) Robert Coleson, Hollywood representative, Advertising Council Inc.; Don Petty, former NAB attorney and partner in the Los Angeles law firm of McClean, Salisbury, Petty & McClean, with which Judge Miller is presently connected; Robert McAndrews, vice president and commercial manager, John Poole Broadcasting Co., Hollywood, and SCBA president; Judge Miller; Calvin Smith, president and general manager, KFAC Los Angeles and SCBA board member, and William Beaton, general manager, KWKW Pasadena, SCBA board member and president, California State Broadcasters Assn.

BAB Reports New Members

TWO radio station representatives, two foreign stations and 13 U. S. stations joined BAB within the past month, Arch L. Madsen, BAB director of member service, reported Thursday.

Grant Webb & Co., New York, and Radio & Television Sales Inc., Toronto, are BAB's new representative firm members. The two stations from outside the country are CKTS Sherbrooke, Que., and RPC in the Panama Canal Zone. New U. S. station members of BAB are KBHS Hot Springs, Ark.; KENT Shreveport, La.; WBTN Bennington, Vt.; WBUD Trenton, N. J.; WDEF, WDOD and WDXB Chattanooga, Tenn.; WDIX Orangeburg, S. C.; WHEN Syracuse; WIS Columbia, S. C.; WIST Charlotte, N. C.; WRDK Rockland, Me.; WRLD West Point, Ga.

RETMA Reappoints Halpin

DAN D. HALPIN, Allen B. DuMont Labs, tv receiver sales division, has been reappointed chairman of the Sales Managers Committee of the Radio-Electronics-Tv Mfrs. Assn. A. A. Currie, Sylvania Electric Products, was reappointed eastern vice chairman and E. L. Taylor, Stewart-Warner Electric, western vice president.

Merchandising Neglect Cited in ANA Survey

Sales and advertising managers stress importance of merchandising, but feel that job is not being adequately done at present.

ALTHOUGH most sales and advertising managers believe that merchandising of advertising is important, answers of 128 advertising managers and 82 sales managers to questionnaires sent them by the Assn. of National Advertisers indicate that very few companies are satisfied that they are doing this job as well as they should.

That is one conclusion drawn by the Merchandising [of] the Advertising Steering Committee of ANA, which conducted the survey, "What Sales and Advertising Managers Think and Do About Merchandising Their Advertising."

Replies are carefully analyzed and charted in the 33-page report of the committee, whose conclusion was:

"If, in these times, it is important that we get our full money's worth out of every advertising dollar—if, as everyone apparently agrees, one way of getting greater value from the advertising dollar is to support it by a strong merchandising program, by getting the sales force and the trade excited enough about the advertising to do something about it—then surely this is the time when this important activity needs more than lip service. It needs the full attention of top management and an adequate allocation of support in the form of men, money and merchandising ideas. In many cases these requirements are now being met."

Lauren Hagaman, Congoleum-Nairn, is chairman of the committee.

Other members are: M. J. Batenburg, Pittsburgh Plate Glass Co.; Frank Beiderman, Kim-

berly-Clark Corp.; William Cash, General Mills; Leo Corcoran, Hoover Co.; James Eads, International Cellucotton Products Co.; Carl Fauster, Owens-Illinois Glass Co.; Jack Graham, Goebel Brewing Co.; Franklyn Hawkins, Libbey-Owens-Ford Glass Co.; R. W. Lear, American Radiator & Standard Sanitary Corp.; Arnold MacDonald, Argus Cameras; Robert Marriott, Climalene Co.; Frier McCollister, Simmons Co.; M. F. Miller, Standard Oil Co. (Indiana); L. P. Moyer, General Electric Co.; Ward Patton, Green Giant Co.; Alexander Rogers, Libby, McNeill & Libby; George L. Staudt, Harnischfeger Corp.; R. G. Stolz, Brown Shoe Co.; Ray Weber, Swift & Co., and H. L. Webster, Wm. Wrigley Jr. Co.

Copies of the report have been sent to all ANA members.

Voluntary Regulation Recommended by Hardy

ADVERTISING, as "America's greatest selling force," must be supported by all business in voluntary regulation of ethical standards, Ralph W. Hardy, NARTB government relations vice president, said Monday in an address to the Roanoke (Va.) Better Business Bureau. Mr. Hardy is a member of the national BBB board of governors.

Noting that official Washington rarely hears "a friendly voice expressing appreciation for advertising's role in our present economy," Mr. Hardy said that pleas for "relief" via appeals to government bureaus often bring edicts worse than the problems that lead to complaints.

"The expedient of getting an administrative ruling or having a new interpretation of a restrictive nature handed down," he said, "seems all the more satisfying to a complainant when he discovers how anxious some government bureau people are to lend a sympathetic ear and then set in motion an investigation or inquiry, or just a chain of endless harassing official correspondence.

"To avoid the morass of government by edict and interpretation, we need to resolve basic questions through the legislative and judicial routes. Admittedly this is sometimes longer and more difficult, but it circumvents the ambitious administrator and the eager authors of wordy and frequently arbitrary dicta that flow out of regulatory agencies."

Mr. Hardy referred to warnings of public irritation to poor taste copy and blatancy in presentation, as well as "artifices of unreliable vendors who continually attempt to foist unreliable and fraudulent goods and services on a trusting public."

Discussing specific problems, he referred to deals, packages, combination offers and tie-ins "that have to be unwrapped and examined with cold and searching eyes."

FBA Incorporation Pends

JUSTIN MILLER, former NARTB chairman, and FCC Comr. John C. Doerfer are among the incorporators of the Foundation of the Federal Bar Assn., whose charter passed the House last fortnight and is now pending before the Senate.

The Foundation is for the purpose of permitting FBA to own its own building which will house the organization's library and offices. Mr. Miller, a past president of FBA, headed the committee which drew up the Foundation charter now before Congress.

Oklahoma AWRT to Meet

FIRST state convention of the new Oklahoma chapter, American Women in Radio & Television, will be held Aug. 21 at the Hotel Tulsa in Tulsa. Dee Freiday, account executive and radio-tv director of Gibbons Adv. Agency, Tulsa, will preside as temporary chairman. Panels on industry problems will feature the program.

Rheingold Ad Claims Challenged in Suit

AN INTENSIVE Rheingold beer (Liebmann Breweries) advertising campaign which includes heavy radio-tv expenditures was branded misleading in Los Angeles Superior Court action filed by Beverly Hills attorney Max Gilford who will seek court injunction this week to force a change in the brewery's advertising emphasis. Mr. Gilford filed action in his own name for the general public, which he says is being done irreparable harm. He contends such copy phrases as "the largest selling beer in the East" and "the very same beer that is served in the East" are erroneous, and quotes brewing industry sources to show that Rheingold is actually fifth in eastern sales and that western Rheingold beer is brewed from "local ingredients and water" in a Los Angeles plant of former Acme brewery purchased by Liebmann.

Additionally Mr. Gilford asked the court to forbid the brewery from advertising the annual Miss Rheingold contest as America's second largest election.

A PUPPET LIKENESS of Raymond F. Sullivan (l), president, Sullivan, Stauffer, Colwell & Bayles, is introduced to radio-tv announcer Ernest Chappell. The puppet was created by the SSC&B art staff and presided over the agency's recent eighth anniversary festivities.

Miller, Allis-Chalmers Take Packers, Marquette Games

PLAY-BY-PLAY broadcasts of the 1954 football schedules of the Green Bay Packers and Marquette U. will be sponsored by the Miller Brewing Co. and Allis-Chalmers Mfg. Co., respectively, it was announced last week.

Earl Gillespie, sports director, WEMP-AM-FM Milwaukee, will handle the play-by-play for both schedules. A 50-station network in Wisconsin, Michigan, Minnesota and Iowa will carry the Packers games beginning with an exhibition game Aug. 21. The regular season starts Sept. 26.

Allis-Chalmers will sponsor the Marquette games as a public service. WEMP-AM-FM will broadcast the play-by-play for the 11th year. The first season game is Sept. 25.

General Mills Sales Record

AN ALL-TIME high sales record of $487,587,179 for the fiscal year ended May 31, was reported last Monday by General Mills Inc., a leading radio-tv network and spot advertiser. The company announced net earnings of $11,188,853 and common stock earnings per share of $4.50 for the year, with the former showing a slight drop from $11,468,171 for the previous fiscal period. Among new products introduced to radio-tv audiences the past year were Betty Crocker Angel Food Mix, Sugar Jets, Betty Crocker Homogenized Pie Crust Mix, Trix and Surechamp Dog Food.

Admiral Budget Clarified

ADMIRAL Corp. spent several millions of co-op dollars on radio, television and newspapers in 1952, far beyond a reported $3.5 million for all media, an official said last week.

Noting a survey by *Advertising Age*, which reported the $3.5 million expenditure for Admiral, Edmond I. Eger, vice president for advertising, explained the figure does not include co-op ads in newspapers and dealer purchases on radio and tv. He estimated Admiral has spent $100 million on advertising the past decade.

Philco Buys 'Miss America'

PHILCO Corp., Philadelphia, will sponsor coverage of the coronation of Miss America of 1955, Sept. 11, from Atlantic City, on ABC-TV, 10:30 p.m. to midnight. Bess Myerson

KELO-TV Souix Falls, S. D., has been chosen by Keystone Steel & Wire Co., Peoria, Ill., makers of Red Brand Fence, through Fuller & Smith & Ross, for its first tv advertising campaign. Approximately 150 dealers attended a dinner and meeting to launch the drive. At the head table are (l to r): George Maurer, Keystone district sales manager; Joe Floyd, president of KELO-TV; Harold Hayes, Fuller & Smith & Ross account executive, and Harold Coons, Red Brand advertising director.

Serving MOST OF MARYLAND ...AND THEN SOME!

MEASURED 0.1 MV/M MEDIAN FIELD INTENSITY CONTOUR

Prepared by CRAVEN, LOHNES & CULVER, Washington, D.C. Dec 15, 1953

WMAR-TV OPERATES ON CHANNEL 2, WITH 100 KW EFFECTIVE RADIATED POWER WITH THE ELECTRICAL CENTER OF THE ANTENNA 549 FEET ABOVE THE GROUND . . .

MAXIMUM EFFECTIVE POWER UNDER F.C.C. STANDARDS

0 25 50 MILES

Copyright by RAND MCNALLY & COMPANY Chicago

WMAR-TV

Sunpapers Television

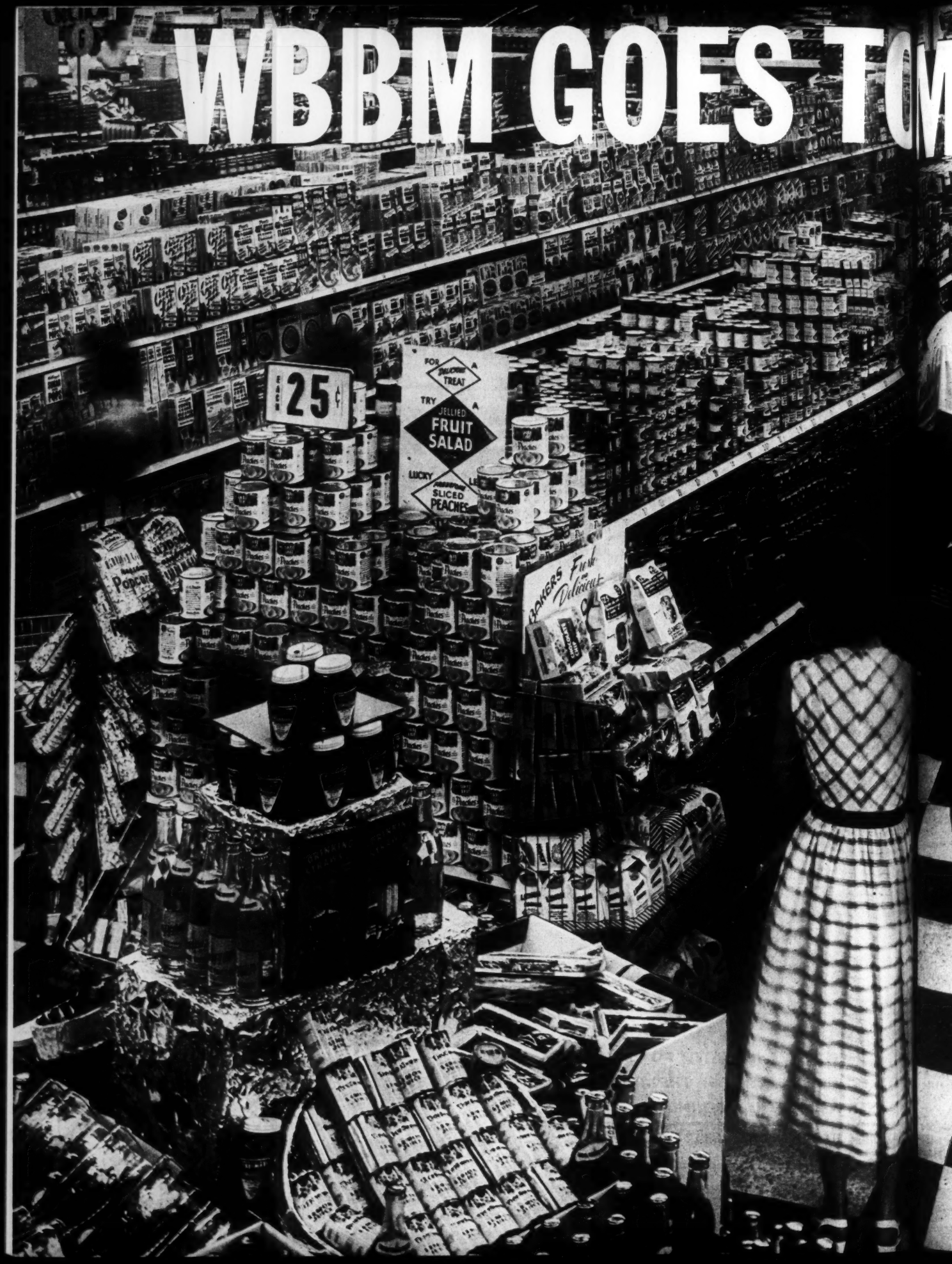
CHANNEL 2 — BALTIMORE

Telephone MUlberry 5-5670

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by THE KATZ AGENCY, Inc.

New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles


WBBM GOES TO
EACH 25¢
FOR A DELICIOUS TREAT
TRY A
JELLIED FRUIT SALAD
LUCKY
SLICED PEACHES
Bakers Fresh and Delicious

. . . *with your product!*

In supermarkets today, with their stocks of some 5,000 items and brands (all of them competing for the shoppers' attention), it takes something *extra* to maintain fast turnover. That's why WBBM has added a new dimension to food-store marketing . . .

WBBM Supermarketing

Once you qualify, WBBM Supermarketing arranges for *week-long* displays of your product in all participating stores, including 850 stores of the Kroger, A&P, National Tea, and Jewel chains. Together, these 850 stores account for approximately *50% of all grocery sales* throughout the entire metropolitan Chicago area.

Thus, your product gets the most effective two-way advertising-plus-merchandising selling in the Chicago area. In the stores, for a full week at a time . . . and on Chicago's biggest station, which has the largest audience (45% larger than the nearest competitor's) . . . the most quarter-hour wins (almost twice as many as *all other* stations combined) . . . and the most locally-produced shows (8 of the top 10, 13 of the top 15).

If you're in the market for customers in Chicago, get all the information on WBBM Supermarketing by calling Bill Miller at WBBM (Whitehall 4-6000), or the nearest CBS Radio Spot Sales office.

50,000 watts **WBBM RADIO**

Chicago's Showmanship Station

Sources on request

former Miss America, and John Daly, ABC vice president in charge of tv news, will be the official Philco hosts.

Announcement of the sponsorship was made by Ray B. George, vice president of merchandising for Philco, at the two day national distributor convention held by Philco in New York last week (see story, page 102).

Houck & Co. Agency Becomes Bishopric, Green & Assoc.

REORGANIZATION of Houck & Co. of Florida Inc., Miami advertising agency, which becomes Bishopric, Green & Assoc. Inc., has been announced by President Karl Bishopric. Jack I. Green has been elected vice president and creative director.

Mr. Green, formerly head of his own advertising art studio in Miami and president of the local art directors club, also has been elected

MR. BISHOPRIC

MR. GREEN

to the board of directors as has Vice President W. Arthur Fielden, who has been with the agency since 1952.

Stock in the Houck & Co. agency, formerly held by C. B. Houck of Roanoke, Va., has been purchased by the new company. Previous affiliations with Houck & Co. of Virginia have been severed, Mr. Bishopric said.

Mr. Bishopric also is associated with Robert G. Venn in the political counseling firm of Venn, Martin & Bishopric, which is closely connected with the advertising agency. No changes are anticipated in the personnel of the companies nor in the status of the accounts which they serve.

BBDO Elects White, Williams

GORDON WHITE, in charge of the creative department, and William M. Williams, head art director, BBDO Chicago, were elected vice presidents of the agency last week, Ben Duffy, president of BBDO, announced. Mr. White has been with the agency since 1942 and Mr. Williams joined the firm in 1948.

Joseph H. Curtis Dies

JOSEPH H. CURTIS, 37, vice president of Donahue & Coe, New York, died last week in New York's Northern Westchester Hospital of a heart ailment after a brief illness. Mr. Curtis previously was vice president of Weiss & Geller and also had many theatrical interests.

Surviving are his wife, Jewel, his parents, Mr. and Mrs. Jack Cohn, two sons and two brothers. His father is executive vice president of Columbia Pictures.

National Cheese Tv

NATIONAL Cheese Co., Chicago (Daisy Brand whipped butter), will spend about $30,000 —or about 40% of its overall advertising budget—on Chicago television programs within the next 39 weeks, it was announced last week. Agency is Sherwin Robert Rodgers & Assoc., Chicago.

Roto-Broil Sets Ad Budget

ROTO-BROIL Corp. of America, N. Y., will spend $900,000 in television, newspapers and magazines for its Custom 400 model. Plans have not yet been made as to the allocation of the monies but it is expected to be decided by end of the month. Campaign will be national. Agency: Product Service, New York.

SPOT NEW BUSINESS

Proctor Electric Co. (appliances), Phila., through Weiss & Geller, N. Y., will use spot television in New York, Philadelphia and Los Angeles starting early October to end of December.

Canadian National Exhibition, Toronto, will use a large number of Canadian and United States radio and television stations for a campaign prior to and during the annual exhibition, held at Toronto Aug. 27 to Sept. 11. Agency: Foster Adv. Ltd., Toronto.

NETWORK NEW BUSINESS

Pet Milk Co., St. Louis, will sponsor Aug. 24 and 31 programs of *Life with Father* (Tues. 10-10:30 p.m., EDT), which returns to CBS-TV on former date. Pet Milk will alternate weekly sponsorship starting September with S. C. Johnson & Sons Inc., Racine, Wis. Agencies: Needham, Louis & Brorby, Chicago (Johnson) and Gardner Advertising, St. Louis (Pet Milk).

Chrysler Corp., Detroit, will sponsor series over CBS-TV, (Thurs. 8:30-9:30 p.m., EST) starting Sept. 30, encompassing once-a-month color extravaganza featuring Hollywood personalities, called *Shower of Stars,* and group of dramas, also color, titled *Climax* remaining three weeks of each month.

Christian Hansen's Labs. Inc., Junket Brand Foods div., Little Falls, N .Y., will sponsor one half of Tues.-through-Fri. segments of *Modern Romances* (ABC Radio, Mon.-Fri., 11-11:15 a.m., EDT), starting Aug. 31, with plans to add Monday to schedule Sept. 20. Agency: McCann-Erickson, N. Y.

Brillo Mfg. Co., Brooklyn, to sponsor *So You Want to Lead a Band* (ABC-TV, Thurs. 9-9:30 p.m., EDT), starting Aug. 5 for 52 weeks, for Brillo Cleanser pads and other products. Agency: J. Walter Thompson Co., N. Y.

Rockwood & Co., Brooklyn, to sponsor 9-9:15 a.m., EST, Wed. and Fri. portions of *Breakfast Club* (ABC Radio, 9-10 a.m., EST), effective Oct. 6. Agency: Paris & Peart, N. Y.

AGENCY APPOINTMENTS

J. A. Wright Co., Keene, N. H. (Wright's Silver Cream), appoints H. B. Humphrey, Alley & Richards, Boston.

Taylor Wine Co., Hammondsport, N. Y., appoints D'Arcy Adv., N. Y., to handle advertising and public relations, effective Aug. 2.

Newark Packing Co. (food specialists), Newark, N. J., names Paris & Peart, N. Y., to handle advertising.

Trio Chemical Works Inc., Brooklyn, appoints Peck Adv. Agency, N. Y., for Amazon Germicidal Floor Wax account with Sid Alesander as account executive.

Topco Assoc., Chicago (food distributors), appoints Russel M. Seeds Inc., same city.

Foster Bros. Mfg. Co., St. Louis (Ideal furniture and sleep products), appoints Warner & Todd Inc., same city, with Mel L. Brink as account executive.

AGENCY SHORTS

Lohmeyer, Adleman & Montgomery, Phila., moved to new quarters at 149 N. 16th St.

Honig-Cooper Co., Seattle, and Kraft Adv., same city, merge effective Sept. 1, with Donald B. Kraft and Warren E. Kraft Jr., Kraft agency principals, joining Honig-Cooper's Seattle executive and creative staff.

A&A PEOPLE

William Gleed Coe appointed vice president in charge of manufacturing, Personal Products Corp. (Modess, Meds, Coets, Jonny Mop, Yes Tissue), Milltown, N. J.

MR. HOLDER

Glenn Holder, executive vice president, Maryland Pharmaceutical Co., Baltimore, elected president.

Mahlon G. Remington, Lewis & Gilman, Phila., named advertising and sales promotion manager, Seabrook Farms, Bridgeton, N. J.

George F. Gill and **J. R. Wickstrom,** Miller Brewing Co., Milwaukee, appointed assistant advertising managers.

Charles H. Kinzel Jr., account executive, Lewis Adv., Newark, N. J., elected a vice president.

Gordon E. White, copy chief, BBDO, Chicago, elected a vice president.

Joseph Lowe, formerly with Rhoades & Davis, L.A., to Scott Henderson Adv., Tucson, Ariz., as account executive.

Robert L. Bender, formerly production manager, Maxon Inc., Detroit, to Robertson, Buckley & Gotsch, Chicago, in similar capacity, succeeding **G. Bob Green,** named account executive.

Linwood G. Lessig, J. Walter Thompson Co., N. Y., to Al Paul Lefton Co., N. Y., as director of technical advertising.

Albert B. Buffington, Hollywood radio-tv program packager, to Dan B. Miner Co., L. A., as assistant to vice president in charge of radio-tv. **Bob Dennis,** formerly sales representative with *Sunset Magazine* and *American Weekly,* to merchandising department.

John V. Matthews, formerly with McKee & Albright, Phila., named art director, Franklin Fader Co., Newark, N. J.

William A. Exline, formerly an account executive, KRON-TV San Francisco, appointed television sales manager for that city for Free & Peters Inc., succeeding **Richard G. Rothlin,** transferred to Chicago office.

Will history repeat itself when WKBT goes on the air?

OPEN YOUR HISTORY BOOK to 1948, when commercial television was in its infancy. Look at the record of the first TV advertisers. The *wise* ones. Most of them enjoyed tremendous success. Some had to take a breather from advertising to catch up with orders. And one manufacturer of convertible sofa-beds traces his booming business directly to his early TV advertising.

Television's Shangri-La

History will soon repeat itself with the opening of WKBT—the first television station covering the La Crosse, Wisconsin, area—the only metropolitan area station in the 300-mile sector between Minneapolis and Milwaukee. In this great virgin territory live more than a half a million people, most of whom have never seen television on a continuous basis . . . who have never been exposed to the tremendous selling force of TV. No other station serves La Crosse—not even by "overlap." Hence, WKBT can offer the rare commodity in today's TV market—*unduplicated service*. Ideal conditions for your next test campaign!

Why is La Crosse an important market? The 1954 Consumer Market Yearbook calls it "America's newest metropolitan area." A powerful industrial city of stone and steel, set in rich agricultural country, La Crosse has 235 manufacturing plants that run up annual sales of more than $100,000,000. It supplies world markets with dozens of products from air conditioners to beer. From fertile La Crosse County, farmers get an income of $10,000,000 per year. Main crops—tobacco, small grains, vegetables for canning, famous Wisconsin dairy products. In addition, the scenic wonders of the Coulee region and its superb fishing and hunting facilities attract the tourist trade in profitable numbers. La Crosse is a terminus for rail, river and air transport and travel.

The people who live in the hub

How many live in the La Crosse area—served only by WKBT? At last count, the number was 607,185 people—176,873 families—with an effective buying income of $4020 per family! Families that can afford to buy. Families that will buy what you sell, when you sell it via *the first and only television station* in the La Crosse, Wisconsin, area.

WKBT CHANNEL 8
LA CROSSE
WISCONSIN

NBC • CBS • Dumont

Affiliated with 5000 watt WKBH, La Crosse's 32 year old NBC outlet.

REPRESENTED NATIONALLY BY PAUL H. RAYMER COMPANY, Inc.

EQUAL ACCESS

SIX SOUND ARGUMENTS FOR RADIO-TV COVERAGE OF CONGRESS

SOME good reasons why radio and television should have free access to open Congressional committee hearings on a par with other news media were given by radio-tv executives in Washington last week.

Spokesmen for four networks, the NARTB and working Capitol Hill radio-tv newsmen gave their views on radio-tv coverage of Congress in testimony before a Senate Rules subcommittee. The Senate group, headed by Sen. William E. Jenner (R-Ind.), has been holding hearings on Congressional committee procedures [B•T Aug. 2, July 26, 19, 5].

On the stand in behalf of broadcasters last week were Ralph Hardy, NARTB government relations vice president; William Costello, Radio-Tv Correspondents Assn. vice president; Robert P. Hinckley, ABC and AB-PT vice president; Richard Salant, CBS Inc. vice president; James L. Caddigan, DuMont Network programming and production director, and Davidson Taylor, NBC public affairs director.

The broadcasting spokesmen made their strongest protests against Senate resolutions which have been proposed to (1) prohibit all radio-tv coverage of open committee hearings and (2) ban commercial sponsorship of such coverage. Neither did broadcasters see any virtue in a resolution which would give a hearing witness the right to decide whether his testimony is broadcast or televised. And most of the radio-tv spokesmen felt that no restriction whatever should be imposed on radio-tv that is not imposed on other media, including proceedings in the Senate and House chambers.

Industry spokesmen offered these points:

On sponsorship: (1) broadcasters have sufficient integrity to insert commercials tactfully and in good taste; (2) they are able to recognize the quicksands involved in selecting certain types of sponsors and will exercise their right to refuse undesirable business; (3) the industry is willing to work with Congress in setting up proper standards for sponsorship; (4) traditional rights of Congress to run committee hearings in its own way will not be compromised; (5) radio-tv should be able to reap advertising profits from reporting public affairs in the same way that newspapers do.

On radio-tv coverage: (1) radio and tv should have the same access to Congressional activities that other media do, even to proceedings in chambers of the two Houses; (2) radio and tv present the only "true" picture of committee procedures; (3) it is not the fault of television that some hearing participants "ham it up" in front of the cameras and those Congressmen who do so are likely to be judged at the polls; (4) the Capitol's hearing rooms need to be remodeled to accommodate television and make it more unobtrusive; (5) participants won't have to worry about distracting batteries of lights, since live pickups and even film can be made with ordinary room lighting; (6) "pooling" and new camera techniques make for less personnel and equipment to distract hearing participants.

On rights to televise and record witnesses: (1) witnesses should have no say-so on whether they are to be televised or their testimony recorded; (2) if the committee chairman sees fit to bar radio-tv in the case of certain witnesses who become distraught or nervous in front of cameras or microphones, then all other media should be barred, too; (3) tv cameras can be hidden so that a witness won't even know he is being televised.

Statements from representatives of the NARTB, the four networks and the Radio-Tv Correspondents Assn., edited to minimize duplication, are presented on this and following pages.

HINCKLEY OF ABC:

It is our resolute position that television is as much an instrumentality for the free dissemination of news guaranteed so wisely by Article I in the Bill of Rights as the printed page, still or newsreel pictures, or the radio.

Every right carries with it a corresponding responsibility. Freedom of speech, it has been sagely noted, is not a license to panic a crowded theatre with a false cry of "Fire!"

It is my contention and conviction that in our newsgathering activities we are entitled to the same free access to governmental news developments as other informational media covered by the First Amendment. This proposed legislation nibbles at that right.

S. Res. 249 has been endorsed by 36 Senators. This means that we come into court, so to speak, with more than one-third of the jury subscribing to a prepared verdict and sentence before we have been given an opportunity of submitting testimony.

It is necessary to make some comparisons between radio-television operations and those of the companion media in the news field. Most of these comparisons will involve newspapers.

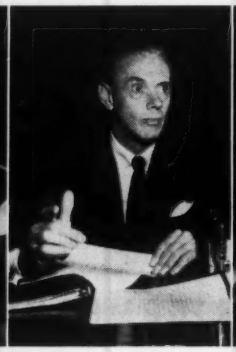
Say a moment of grave national emergency is thrust upon us. One of you Senators delivers an electrifying speech. All newspapers carry it at length. Larger papers print the full text. In the *Washington Star* an air conditioner ad appears on the same page as the text. In the *New York Times* Gimbel's or Macy's has something to say in the next columns. In the *Chicago Tribune* the text shares space with some prose extolling a vacation resort.

Would you consider those advertisers your sponsors?

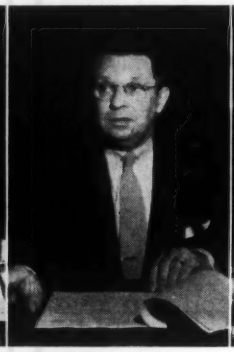
Now this speech required a great deal of thought. Before you went on the Senate floor would you call in Mr. McKelway of the *Star*, Mr. Sulzberger of the *Times* and Colonel McCormick of the *Tribune?* Would you ask that they sign an agreement to purge their papers of all advertising—even want ads and death notices—in all editions that carried your speech?

Take it another way. You are campaigning. Your supporters pay for space to extol your merits. Malenkov makes a speech threatening war. It gets a big play. Your campaign ad

MR. HARDY

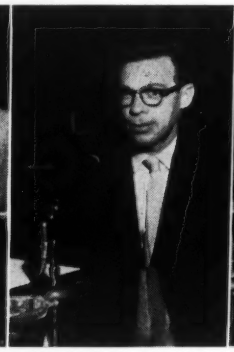


MR. TAYLOR

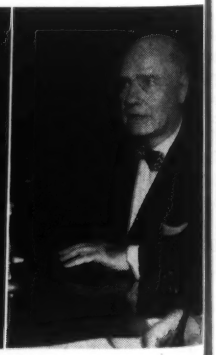


MR. CADDIGAN

MR. COSTELLO

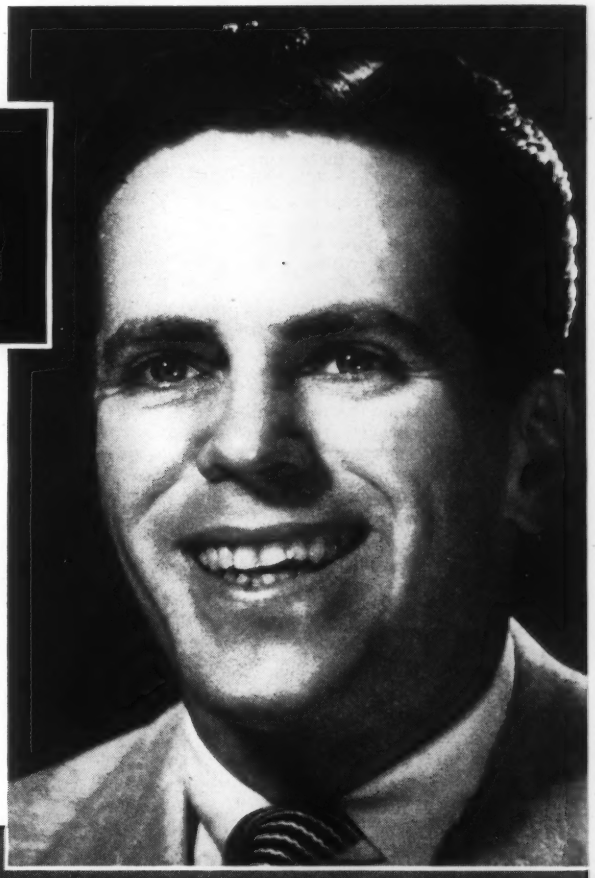


MR. SALANT



MR. HINCKLEY

Our Afternoon
Star Salesman
BILL RILEY



and he's another reason why
KRNT-CBS
DES MOINES
Is Your Basic Buy In Iowa!

Hooper Score: KRNT—61 Firsts out of 67 Periods

Our Man Riley . . .

● Ears perk up . . . our switchboard lights up . . . when Bill Riley hits the air every afternoon. Yes — Something wonderful happens when he's running the show, because Bill makes things happen.

Popular records — wisely selected — are the backbone of the show, to be sure, but Bill Riley loads his hour-and-a-half with the extras that set it apart, make it sing, give it the sizzle that captures listeners and cops sales, that make it the only show of its kind in this healthy market.

For years KRNT's Bill has been one of Iowa's favorite Personalities, but only recently he became KRNT's great afternoon super-salesman. Bill has many, many sales successes behind him. He's adding to that outstanding record every day. He'll move merchandise for you, too . . . he's got the big, responsive audience to do it.

Don't waste time, time-shopping. You can buy KRNT with complete confidence. Your Katz man has the whole scoop on the fabulous Bill Riley story. Give him a call.

THE STATION WITH THE FABULOUS PERSONALITIES AND THE ASTRONOMICAL HOOPERS!

KRNT
DES MOINES RADIO
THE REGISTER AND TRIBUNE STATION

REPRESENTED BY
THE KATZ AGENCY

appears on the same page as the Malenkov text. It has an excellent picture of you. Would your campaign committee be sponsoring Malenkov?

Newspapers are a business. They are commercial. They are private enterprise. In order to provide their readers with a vital public service, they have to make ends meet. So they seek advertisers, "sponsors," and these range from the big motor corporations which buy full pages to the little boy who breaks his bank to pay for a few lines about his lost dog. The number of columns of news a paper can print depends on the amount of advertising it has for the day.

Like newspapers, television is a business. Radio is a business. Without advertising both would be out of business. Newspapers sell space to their advertisers. We sell air time.

The news columns of a newspaper are not for sale. Likewise there is no sponsor with enough money to influence the impartial character of our televised news coverage. And that, I can safely say, goes for other networks.

It has been suggested that a sponsor or group of sponsors might buy up television time to "build up" a political figure involved in committee appearances, influence legislation, even seduce, so to speak, a member of the Congress.

Sponsor's Position

In the first place we don't *have* to do business with any sponsor who comes along, any more than a newspaper has to accept all advertising offered it.

How about influencing legislation? Let us suppose a bill is so important that national interest in it runs high and public hearings of a week or more are held and televised. A group of your constituents appears here, attends in person, and its members express varying views on it to you in your office. Other constituents back in your home state follow the proceedings on their television sets. You hear from them pro and con by mail or telegram.

Is there anything wrong in either case? After all, the members of the Congress are the representatives of the people who choose them and those people have a stake in the laws of the land. However they feel about your representation, they indicate it with their ballots.

You know full well, Mr. Chairman, where the unrelenting, sometimes unbearable pressure to influence legislation originates. It is not with the little people of the country, who occasionally write letters or send telegrams. It comes from the professional lobbyists who spend millions for that sole purpose each year.

I have yet to hear of any Senator or other elected official being led astray by a television camera. If a public official is seduced by private interests to work improperly in their behalf, it is because of that person's lack of personal integrity.

In your deliberations, Mr. Chairman, there is one point I would like you to keep constantly in mind regarding television and radio news coverage of governmental proceedings or official figures. Unlike newspapers or news magazines, we must have a federal license to operate our stations.

Should we operate flagrantly in disregard of the public interest, the FCC can crack down on us at any time. It has that power. You gave it to them.

I have another question about consistency. It has been asserted, if I recall aright, that a televised committee hearing gave the audience a mistaken idea of how the Congress operates and the public should not be exposed to this confusion.

This is tantamount to saying the people need less education about the way their Government functions rather than more. Or are we to believe that the people cannot be trusted to reach an objective opinion? I would be surprised if that observation was so intended. It smacks too much of a "public be damned" position.

However, there already is testimony on record that this resolution is avowedly intended to be the initial move in a program to be prosecuted "a step at a time" against American radio and television newsgathering enterprise.

Where are those steps leading? To the total prohibition of "live" radio or television coverage of official proceedings of great national interest? Are we to stand outside, cap humbly in hand, while the correspondents for communist and other dictatorial organs walk in freely because they take their notes in pencil? Can they be counted upon to report only the objective scene? Are *their* sponsors more acceptable than American free enterprise which sponsors television?

This "step at a time" control could make radio and television the Voice and Face of the Government, something wholly alien to our traditions. It could be used to perpetuate one party's control and throttle the two party system.

LISTENING to broadcasters' side of the issue on radio-tv coverage of Congressional hearings were these members of the Senate Rules subcommittee: Chairman William E. Jenner (c) (R-Ind.), flanked by Judge Robert Morris (r) of the New York City Municipal Court, Rules group advisor, and Boris Berkovitch, subcommittee counsel.

SALANT OF CBS:

CBS believes that any rule which would preve
normal radio or television coverage of ope
legislative hearings is distinctly contrary to th
public interest and should not be adopted. CB
recognizes, however, that there may be particu
lar circumstances impossible to define in ad
vance where accommodation of individual right
may justify some special precautions. Hence
we support Section 12 of Senate Concurrent
Resolution 10.

For many years, there has been a trend by
which, physically, Government has moved away
from the people; we have moved progressively
from the town meetings attended and partici
pated in by the people to the governmental
processes in Washington removed by many
hundreds and thousands of miles away from
the people affected. Radio, and particularly
television, have been the first to reverse this
trend by bringing the processes of legislation
back to the people at home.

The first and perhaps principal argument in
support of prohibiting the broadcasting of com
mittee hearings is that such broadcasting tends
to encourage a spectacle and to create a circus
atmosphere.

After all, if there is fault, it is not electronic
it is human. As Roscoe Drummond has said
"Television does not create a circus atmosphere
it only records the circus atmosphere when it
has been created by others."

It must be remembered that the midget sat
on J. P. Morgan's lap long before there were
any television cameras around.

We believe it is wrong to curtail the use of
these most effective means of communication
because of their supposed potential for the
furtherance of demagoguery. Rather we agree
with those who believe that the television
camera is so penetrating and so exact that it
does not make the demagogue; it exposes him.

Debunks Distraction Claim

The second main contention in support of
suppression of radio and television coverage of
hearings is that they are distracting influences
which tend to prevent the legislators from
getting down to the business at hand in an
orderly way, and make it difficult for the wit
nesses.

The televising and recording techniques of
today are such that it would be relatively simple
for the Congress and for committee chairmen to
assure no distraction or harassment. In radio
with the use of modern pencil-thin microphones
and miniature tape recorders, the participants
as I have said, would hardly know that they are
on the air or being recorded.

So, too, with television, about which there
has been a great amount of misunderstanding.
The fact is that the confusion, the floodlights
the popping bulbs, the constant coming and
going which may mark legislative hearings, are
not attributable to television.

The requirements of televising sound and
picture to a nationwide television viewing audi
ence should not interfere at all with the normal
proceedings of hearings. A single camera set-up
consisting of one cameraman and one camera
requires space about equal to the space needed
by two reporters armed with paper and pencil.

In most cases, two-camera coverage is ample
for hearings. By using special Zoomar lenses
the cameras can be located in the rear of the
room. A partition can be provided to shield the
cameras from view so that the room would
acquire the same outward appearance as if
television cameras were not present at all.

There is no additional noise created by the
presence of television cameras. The only noise
that a live television camera makes in a hearing
room is the turning of the lens turret. We have

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14 new awards and commendations —including a Peabody, an Ohio State, a du Pont, and a Sylvania— were added to KNXT's growing collection of honors during the first seven months of this year.

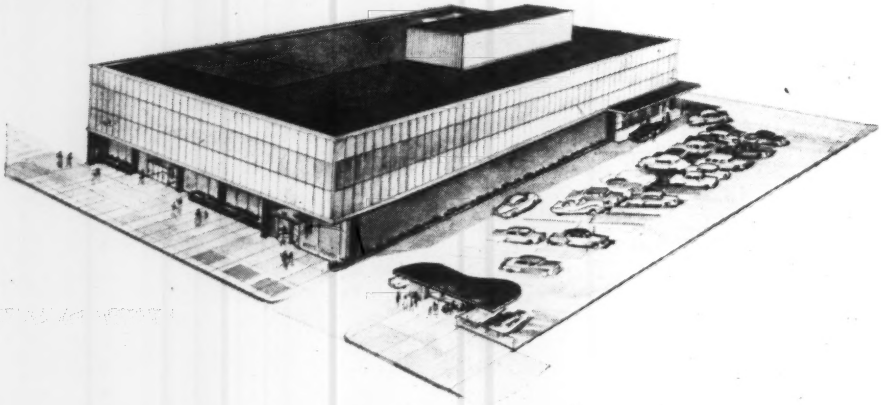
And at the same time, Los Angeles viewers have been bestowing *their* highest awards on KNXT. By their preference for its programs, they make KNXT, month after month, day and night, the highest rated station in the market.

Do you want to add to *your* trophies in Southern California? Then your most rewarding buy is CBS Television's key station in Hollywood:

KNXT

Represented by
CBS Television Spot Sales

Obviously OUTSTANDING . . .



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Radio "sells" savings, too!

First Peoples Federal Savings & Loan Association has made WMBD a cornerstone of its advertising program for the past 20 years. During that time this outstanding Peoria institution has grown to be the largest savings and loan association in downstate Illinois.

First Peoples Federal Savings uses
18 programs each week on WMBD

6am Local News
12:20pm Farm Markets
6pm Local News

WMBD has played a major part in the phenomenal growth of First Peoples Federal Savings. This year, in addition to celebrating its 80th anniversary, First Peoples Federal Savings started construction on a new "home" which, when completed in 1955, will be Peoria's most modern office building.

From SOAP to SAVINGS . . . local and national advertisers know . . .

TO SELL THE HEART OF ILLINOIS, BUY WMBD

See Free & Peters

AM WMBD FM
FIRST in the Heart of Illinois
PEORIA
CBS Radio Network
5000 Watts

tested this noise and it is inaudible 15 feet away.

And it is to be emphasized that technically television is still in a relatively primitive stage. The development of magnetic tape recorders for television, which we confidently expect within the next few years, should make televising of hearings even less obtrusive and far more simple.

CADDIGAN OF DuMONT

Television is not only an integral and essential part of the press of this country, but, through its own unique qualities, makes available to the people of our country reportage in its purest form.

Much discussion—both in Washington and across the nation—indicates that several misapprehensions threaten this great medium in its journalistic role.

Some associate television's programming with "entertainment." Others assert that its equipment and its lights are distracting, likely to disconcert witnesses. Still others speak without knowledge of a nation's reaction to this service.

I should like to take advantage of my appearance here to address myself to these points.

One portion of our program schedule is designed as "entertainment." The type of programming that concerns you gentlemen is handled by separate and experienced staffs—put together for the sole purpose of handling news and special events.

Wide separation between television's role as a producer of entertainment and its journalistic commission is continually maintained.

These expert television news staffs, with modern equipment, are skilled at covering such events as Congressional hearings. They accomplish their mission with a minimum of distraction to the participants. Two things aid them in this coverage:

In the first place, the four networks—however competitive they may be—are highly cooperative in their public service. When they have an opportunity to televise a public hearing, they set up an "industry pool." This means that one network, and only one, moves its tv equipment into the hearing room, and the coverage is distributed outside the committee room to all four networks.

Thus only one set of cameras is necessary at any hearing to provide every station in the country with service.

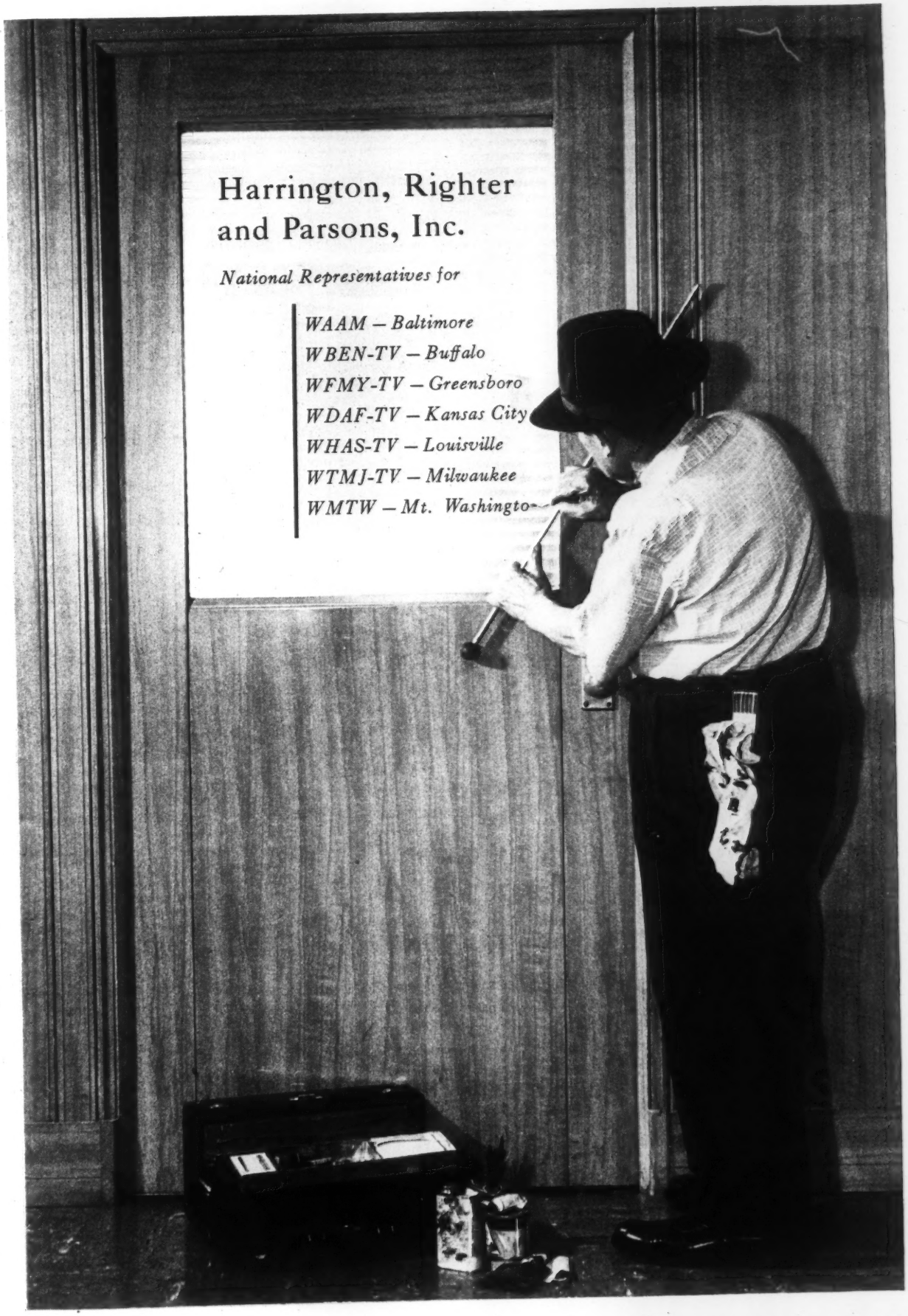
As of now, one television camera, with multiple lens turret, in the hands of an experienced cameraman, can operate from a fixed, remote, unobtrusive location at the scene of any event without any mobile action likely to disturb participants.

Public address audio facilities have become standard at most all public gatherings today, and such facilities, properly bridged, can and have provided the sound source for television pick up, eliminating the necessity of other wiring or microphones.

The bulk of television's control equipment is usually located in a remote position outside the room or area of pick up. In this remote position, the special events staff, through telephone cue lines, directs the camera coverage unseen and unheard by the active participants.

Of all the media covering newsworthy events, television creates no more disturbance than any one and a whole lot less than most.

However, to minimize television's presence even further I would like to call the attention of the committee to the coverage of the United Nations meetings in New York where television pickups are made daily by unseen cameras, placed in booths. This has been going on since the United Nations opened. I am confident that my colleagues at the other networks would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WTMJ-TV – Milwaukee
WMTW – Mt. Washingto

be happy to join me in assisting Congress in designing a hearing room which would accomplish this purpose here.

During the course of the Army-McCarthy hearings which we televised in their entirety, we received many thousands of pieces of mail and even more phone calls. However diverse the opinions regarding the hearings and the participants that writers and callers expressed, they had one thing in common: All were unanimous in expressing their appreciation for the opportunity to watch their government in action. Many expressed their appreciation by enclosing money and checks in varying amounts to help defray the costs of this coverage—"donations" that, of course, we returned.

Unanimously, they expressed a sincere interest in watching the hearings as they progressed and they were emphatic in stating their preference for television's coverage over coverage provided by newsreel, news pictures, or condensed news reports.

The development of this kind of interest in, and understanding of, the processes of our government, was one of the most gratifying aspects of this mail. This guarantees, we think, the inherent strength of our democracy.

TAYLOR OF NBC

The freedom to see what goes on in public legislative hearings should not be restricted to that portion of the public which can be accommodated in the hearing room. It should not be limited to those who happen to be in the city where the event occurs; or who have the time and money to travel to it; or who are fortunate enough to gain admission. Television permits all citizens to see and hear what spectators physically present can see and hear. There is no more faithful reporter than television. It can bring to the public not merely an account of what has happened, but the event itself.

Once the decision has been made to hold public hearings, the more the public can attend, the better. The reasons for this are stated better than I can put them in the Final Report of the Kefauver Committee:

"The legislative process includes the important step of enlightening the public regarding the matters under inquiry in order that intelligent public opinion will be developed. The more access the public has to the hearings the more thoughtful will its opinion be. This is a necessary part of the democratic process."

We feel very strongly on this point. It is our earnest hope that this Committee will not take any steps which will bar access of broadcasters to the deliberations of Congressional Committees. For if it is important that the people know of those deliberations—and we can all agree on that—then it necessarily follows that the most effective means of disseminating knowledge yet developed should be given full opportunity to do the job.

I turn now to two specific proposals which are before the Committee. One would ban all sponsorship of hearings. The other would permit witnesses to condition their testimony upon the absence of television coverage.

Broadcasting special events of considerable length, such as Congressional hearings, is likely to entail cancellation of regularly scheduled sponsored programs. This means loss of revenue from the regularly scheduled sponsored programs and possibly the payment of penalties for their cancellation as well, in addition to costs of producing the special event. If sponsorship of the special event is forbidden, the chances of recouping any of these expenses is gone. Prohibiting sponsorship will therefore result in depriving the public of first hand knowledge of events which might otherwise be brought to them.

There is a question as to the propriety of certain advertisers and certain types of advertising for such events as Senate hearings. This is a problem which has confronted the industry in the past and which we expect to meet in the future. It is one which can easily be solved by good judgment and good taste. One example is the Inauguration, which was commercially sponsored. I do not recall that after the Inauguration NBC received a single complaint because of the sponsorship or the manner in which it was handled.

American industry is becoming increasingly aware that it is desirable to have business associated with the presentation of events which contribute to the public understanding of Government. It would seem unwise to discourage or prevent American business from sharing in the privilege of bringing such events to the American public.

What of the witness who objects to giving testimony if he is to be televised? It seems to us that a witness should not be permitted to dictate to a Congressional Committee the terms and conditions under which he will testify.

Permitting the witness to choose might well deprive the American people of direct information of value. I know of no instance where a Committee has allowed a witness to object to appearing in a public hearing or to coverage of his public testimony by the printed media. Television coverage is surely of such importance that it should not suffer discrimination on this score.

I do not believe that there is any basis in fact for the contention that the presence of television detracts from the ability of a witness to concentrate on his testimony. In many hearings the witness must confront the noisy bustling of a live audience, including a battery of reporters. He is subject to the popping of flash bulbs, the hum of conversation and the opening and closing of doors. The silent television camera contributes little or nothing to physical distraction particularly when compared to all the other attendant activities.

We agree that the orderliness of the proceedings should not be upset by a representative of any communications medium or by any spectator. We believe that radio and television can be admitted without any detriment to the order and dignity of Committee proceedings.

HARDY OF NARTB

Wherever they have been permitted so to do, broadcasters have eagerly joined with other competent groups to give consideration to the basic rights involved as well as of the overriding consideration of the needs and wants of the people.

The wave of public interest reached two particularly significant high spots prior to the recent hearings featuring the McCarthy-Army matter. The televising and broadcasting of the Kefauver hearings was one, and the televising and broadcasting of the national political conventions of two years ago was the other.

In the traditional manner of our free enterprise system of radio and television, the industry quickly recognized that proper means had to be found and employed to defray the staggering cost of the very considerable amount of time on the air occupied by the coverage of these great events. It seemed perfectly natural and proper then as now to have responsible business interests of recognized stature under-

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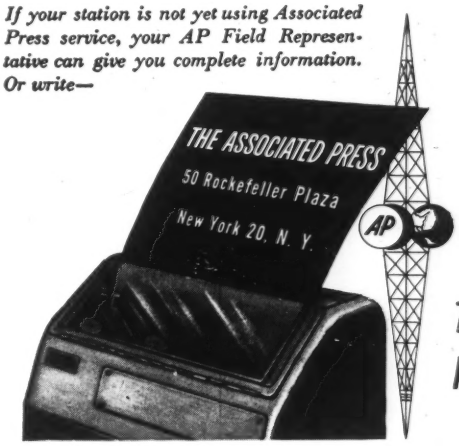
Golliday did some high-wattage thinking and arrived at this solution: He moved the program ahead 15 minutes, got the jump on the "foreign" competition, captured the local audience, sold the program.

That was four years ago. The program is still sold. Sponsor is happy because Martinsburg folks listen to the early evening news BEFORE the "city station" gives it to them.

Says Manager Golliday: **"By jumping the clock 15 minutes, we were able to obtain — and hold — a steady sponsor. Listeners realize there's no more dependable news than AP news. Thanks to AP, we have news events in hand as quickly as even the biggest station in the country."**

If your station is not yet using Associated Press service, your AP Field Representative can give you complete information. Or write—



Those who know famous brands . . . know the most famous brand in news is AP

write at least a portion of these time costs through arrangements for advertising in good taste to be presented with due discretion at times and in circumstances fully acceptable to those officials in charge of the conventions and hearings.

The reaction of the public to this initiatory venture into this kind of reporting was exceptionally favorable and there were no adverse reactions of any moment to the advertising techniques employed nor, indeed, to the propriety of the utilization of the same method of supporting a broadcast to which the American public has become accustomed over the years. Least of all were there reactions of a kind as to suggest any improper collusion between the advertisers who paid for the air time costs and the people responsible for the carrying on of the public business which was featured in the radio and television coverage.

There are three general approaches to the policy question of reporting Senate business by radio and television expressed in resolutions now before your Committee. They are, first, out and out prohibition of all televising of any part of any hearing or other proceeding (S. Con. Res. 86); second, permission to broadcast by radio and television sessions of hearings with the Committee chairman being charged with the duty of seeing to it that "the various communication devices and instruments do not unreasonably distract, harass, or confuse the witness and interfere with his presentation." A further specification provides that "No witness shall be televised, filmed, or photographed during the hearing if he objects on the ground of distraction, harassment, or physical handicap" (S. Res. 256); and, third, a prohibition of any commercial sponsorship of radio or television coverage of proceedings before any Senate committee (S. Res. 249).

With respect to the first approach, that of banning all television reporting of Senate proceedings, the industry, of course, is opposed to any such ruling on the ground that it would be patently discriminatory, and a partial abridgment of freedom of speech and of the press. Granting an open hearing with access given to reporters for other mass media, it would be unfair, unsound and against the public interest to bar television reporting.

Public Interest Consideration

There is considerable merit to the primary provision of the second approach, namely affording equal access for coverage of the hearings to the various means of communication, subject to the physical limitations of the hearing room and consideration of the physical comfort of the committee members, staff and witnesses. We would suggest that the important interest of the general public whose first-hand impressions can be gained only through the microphones and cameras of radio and television should also be evaluated in any such consideration.

The secondary provision of S. Res. 256 which states, "No witness shall be televised, filmed, or photographed during the hearing if he objects on the ground of distraction, harassment, or physical handicap," troubles us a great deal.

It is our judgment that any ruling such as this would inevitably break down of its own weight in actual application and, in addition, it again raises the discrimination aspect. It would seem artificial to surround the testimony of a witness in a public proceeding with a cloak of partial immunity from full reporting by one mass medium while expressly providing full reporting opportunity to others.

The third method of regulation of broadcasting Senate proceedings by forbidding their commercial sponsorship appears to be an oblique approach to the desired objective of the resolution's author to ultimately do away with any radio or television coverage of Senate proceedings. [S. Res. 249, introduced by Sen. Wallace F. Bennett, R-Utah.]

Our rather loose use of the term "sponsorship" has already created considerable confusion in the public mind. The suggestion that the proceedings of the Senate of the United States would be "for sale" if sponsors were permitted to underwrite costs for time and facilities for broadcasting is, I think, an unjustified one.

As previously noted, broadcasters have publicly demonstrated their ability to serve the people with radio and television broadcasts of great public events which feature commercial sponsorship of the time on the air without distracting from the dignity of the event, or compromising the amenities of the occasion.

In this connection, I should like to proffer the services of the industry to this Committee for the purpose of working out satisfactory ways and means of surrounding the commercial sponsorship policy with appropriate safeguards to make sure that the integrity of the Senate is not affected and that the people are served with increasing opportunities to be informed about their government and its operations. An advisory committee could, no doubt, render great service in this regard.

COSTELLO OF THE GALLERIES:

My purpose, as a representative and spokesman for working journalists covering activities of Congress, is to oppose the adoption of Senate Resolution 249 and any similar regulation or legislation which would impose permanent and sweeping restrictions on the use of radio and television equipment in reporting the activities of Congress.

It is true that the advent of radio and television has created certain technical problems. Correspondents with Congressional assignments would however quarrel with attempts to solve these problems by any kind of permanent exclusion act; we feel rather that a proper solution is to install up-to-date facilities, using all the know-how in the radio industry, and thus solve the problem by technological adaptation rather than by a backward-looking proscription.

Essentially, the problem is technological. It would seem that Congress instead of placing obstacles in the path of a new medium of communication would do better to eliminate the problem by resorting to a modern technological solution.

In the case of a witness who has been subpoenaed, usually by an investigating committee, it is perhaps proper to ask whether microphones and cameras really impair his ability to testify. Many persons, especially lawyers, honestly believe that the presence of lights and cameras is psychologically unfair to a witness. Certainly no one in radio or television news wants to jeopardize the rights of any individual.

Two principal arguments are advanced by those who would bar radio and television from public hearings. First, they contend, the microphones, kleig lights, and flash bulbs make the witness nervous. Second, they complain, a circus atmosphere can be created by tempting the participants to ham up their performances for the benefit of the television audience.

This second argument is too trivial to warrant much comment.

The charge that the physical set-up distracts a witness can best be examined by considering the operation of the various communications systems. At an important hearing, representing the press, there are perhaps a hundred reporters, whispering, coughing, scraping their chairs, sending and receiving messages, and occasionally moving to and from their long tables. No one suggests that they should be eliminated, or even restricted in number. By contrast, radio requires merely a single microphone in front of the witness and half a dozen microphones at the committee table. The microphones are unobtrusive and their number is limited because networks and stations pool their coverage; they take turns in recording the proceedings, and thus obviate the need for a forest of mikes and a bevy of technicians. Often, in the larger committee chambers, radio mikes are placed beside those of the public address system, and attract no attention whatever.

In the case of television, live coverage of a hearing normally requires two or three cameras, one focused on the committee table and one on the witness. This, too, is a pool operation. Moreover, the cameras are silent and their lighting requirements are moderate; in some instances, Congressional hearings have been televised without the introduction of any additional lighting, although this meant a sacrifice in picture quality.

There is a simple, permanent solution, providing equality for all media and guaranteeing dignity and composure at all televised Senate hearings. Let the caucus rooms and other rooms large enough for hearings be remodeled, with reporters placed in a balcony or mezzanine and with radio and tv broadcasters and photographers housed in special booths. In suitable quarters, their presence would scarcely be noticeable. This system is already operating effectively in the new United Nations building in New York. It permits a quiet, dignified session, without any restrictions on newsmen and without noise, lights or bustle to distract the delegates.

It should be recognized that this building—where most hearings are held—is a 19th century structure which is no longer functional. The problem of modernization needs to be attacked scientifically.

Compare [these quarters] with the existing facilities at the United Nations assembly chamber, where special lights are built into walls and ceilings, and wired with controls to turn on automatically when cameras start. Is there any reason why Congress, with all its power and resources, should not be able to engage the country's best lighting engineers to design an equally effective system?

We feel it is not enough to protest against the adoption of Senate Resolution 249. We should go further and recommend measures for even fuller coverage of Congressional activities.

BENNETT WEAKENING?

SEN. WALLACE BENNETT (R-Utah), author of the measure to prohibit sponsorship of radio-tv coverage at hearings, said he hopes Congress and television broadcasters can work out a program for getting along with one another.

Appearing briefly at the hearing Wednesday, Sen. Bennett said he and NARTB's Mr. Hardy plan to continue their own discussions of the problem. He said: "If I have weakened at all, it is to the extent that if the industry can demonstrate its ability to operate without the bad effects that television has had on hearings in the past, I would consider that a step forward."

He said he still fears the pressures that could be created by commercial sponsorship and the possibility politicians and sponsors might use the combination to further their own ambitions.

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- Houston Chronicle (Centex Edition)
- Houston Post (Centex Edition)
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- Georgetown Advertiser
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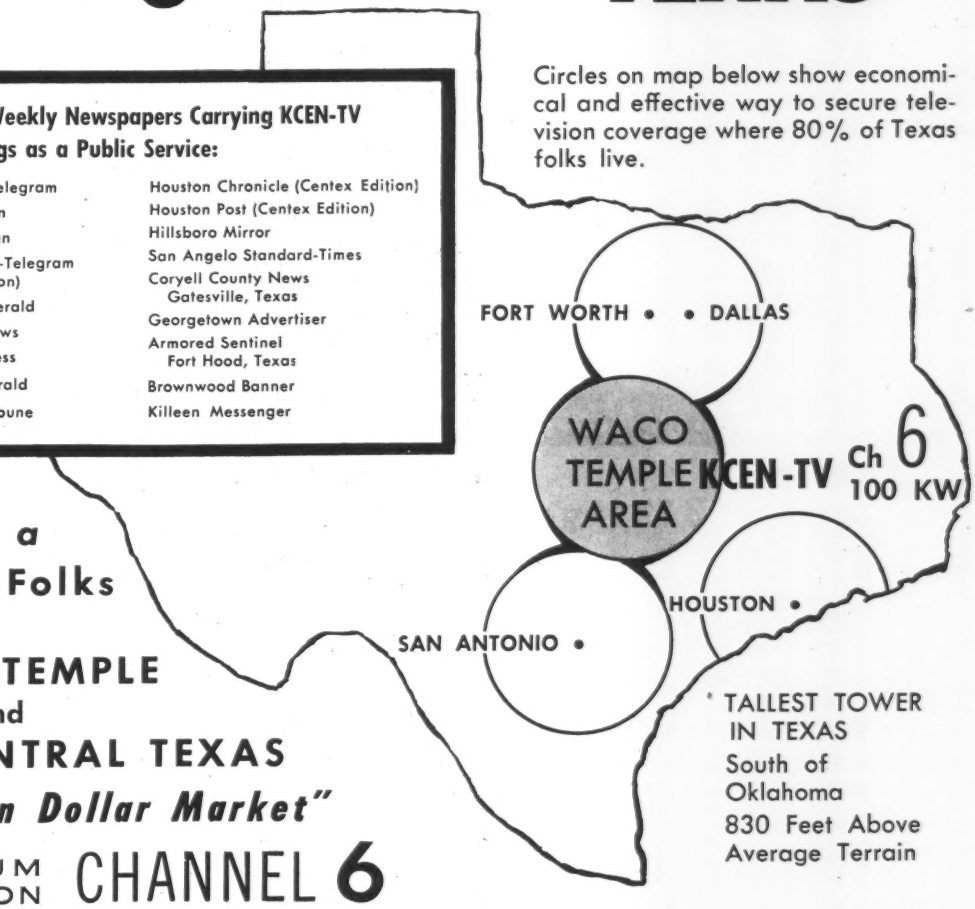
- Brownwood Banner
- Killeen Messenger

Circles on map below show economical and effective way to secure television coverage where 80% of Texas folks live.



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IT'S OFFICIAL: TV WILL GET SWEEPING INQUIRY BY SENATE

Committee communications specialist will serve on special investigation staff along with Republican majority counsel and Democratic minority co-counsel. Bricker to offer majority post to Jones.

FULL SCALE Senate investigation of television broadcasting, including network practices, uhf, FCC activities and other subjects, became official last week—thus bearing out reports which have been current for the last month [B•T, July 5 *et seq.*].

Sen. John W. Bricker (R-Ohio), chairman of the Senate Commerce Committee—the Congressional watchdog over broadcasting matters—formally announced the probe to his colleagues on the committee last Wednesday. He also stated that he intended offering the position of majority counsel for the investigation staff to Robert F. Jones, former Ohio congressman and from 1947 to 1952 an FCC commissioner.

In an interview with B•T, the Ohio senator acknowledged that the tv probe may look into such other matters as program resources and practices, intercity connection charges, patents, and other aspects of tv broadcasting.

He warned, however, that until the special staff is named and its members have a chance to confer together and with him, the direction that the study may take cannot be determined.

He added that he viewed the investigation as a continuance of the Potter subcommittee hearings [B•T, May 24 *et seq.*], "which brought some of the problems of uhf to light but came up with no basic solutions."

He said he expected the special staff to report its recommendations to the full committee in January, at the start of next Congress.

Sen. Bricker told the Democratic members of his committee that they could appoint a "co-counsel" to represent the minority.

Third member of the special investigation staff will be Nicholas Zapple, committee communications specialist, it was learned.

Mr. Jones, who is now in private law practice with the Washington firm of Scharfeld, Jones & Baron, saw Sen. Bricker Thursday morning. It was understood that he was offered the post, but before it could be discussed fully, Sen. Bricker was called away. A further meeting was planned, it was learned.

Mr. Jones refused to comment on his meeting with the Commerce Committee chairman, declaring he had "nothing to say" to all questions regarding his appointment or the probe.

In his congressional days, from 1939 to 1947, Mr. Jones earned a reputation as a budget-conscious member of the House Appropriations Committee. During his five years at the FCC, the Ohioan displayed a militant opposition to network practices and to large, multiple-station owners. He was a principal in the bitter color fight, and scathingly denounced the Sixth Report and Order following the tv freeze as a "Frankenstein" in its inequality between uhf and vhf requirements.

Just who the Democratic members of the committee have in mind as minority representative on the special staff could not be ascertained. It was understood that they were awaiting announcement of the majority's appointment before determining their candidate.

Among the names mentioned for the Democratic nominee were the following—none officially: former FCC Chairman James Lawrence Fly, former FCC General Counsel Telford Taylor, former Commerce Committee communications specialist Edward Cooper, former FCC Comr. E. K. Jett, former FCC Assistant General Counsel Harry Plotkin.

Sen. Edwin C. Johnson (D-Colo.), senior Democrat on the Commerce Committee, told B•T he had someone in mind, but refused to name him.

Bertram O. Wissman, Commerce Committee chief clerk, said in announcing Mr. Zapple's position Thursday that he had been advised by Sen. Bricker that the tv study would be under the general coordination of Mr. Zapple. The

MR. JONES

Senator felt, Mr. Wissman said, that since it will be Mr. Zapple's responsibility to advise the committee during and after the investigation, he should be the probe coordinator.

The 38-year-old Mr. Zapple became communications specialist for the Commerce Committee in 1951, succeeding Mr. Cooper who became an assistant to then Majority Leader Sen. Ernest W. McFarland (D-Ariz.). Mr. Cooper is now television executive of the Motion Picture Assn.

A native of Jersey City, N. J., Mr. Zapple attended New York U., and was graduated from the John Marshall College of Law, Seton Hall U., Jersey City, in 1941. He volunteered for the Coast Guard as an enlisted man in World War II, received a commission following officers' training and served as a lieutenant (s.g.) in the Aleutian Islands and the North Pacific during the war. In 1945, he became a trial attorney for the Civil Aeronautics Board, and in 1949 joined the Senate Commerce Committee as counsel in the airline investigation.

In other areas of the Congressional tv picture, it was determined that Sen. Bricker's move precluded some of the activities planned previously by Sen. Potter. These were the appointment of an *ad hoc* committee of communications experts to advise on a solution to the uhf problem and a subcommittee report on the uhf problem for the guidance of the FCC (dealing with directional antennas, boosters and satellites, de-intermixture of uhf and vhf in mixed markets, etc.).

Sen. Potter acknowledged that these moves

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

This is our 31st year of SOUND SELLING to Roanoke and Western Virginia

- **26 County Coverage with a WEEKLY audience of 118,560 families, — a DAILY audience of 92,070 families.**
- **All week long, day or night, WDBJ's share of tuned-in Roanoke audience averages 51 to 59%. Average tune-in: 7 a.m. to 8 p.m.—24.9%; 8 p.m. to 11 p.m.—19.4%**
- **About 25% of Virginia's Retail Sales are made in the WDBJ area.**
- **An affiliate of the CBS Radio Network for almost 25 years.**

May we recommend your product to our friends?

Sources—A. C. Nielsen Co. and Pulse of Roanoke

WDBJ

Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
FM • 41,000 WATTS • 94.9 MC
ROANOKE, VA.

Owned and Operated by the TIMES-WORLD CORPORATION

FREE & PETERS, INC., *National Representatives*

CARRYING THE NBC BALL IN GREEN BAY PACKER-LAND

Exclusive NBC for Green Bay-land, Fox River Valley and Upper Michigan.

115,000 Watts to Dominate This NEW Market

The ideal complement to your Chicago-Milwaukee coverage without overlapping duplication.

WMBV-TV

Channel **11**

710,000 VIEWERS WAITING FOR THE KICK-OFF AUGUST 9

GEO. W. CLARK, Inc. NATIONAL REPRESENTATIVE

New York - Chicago - Minneapolis - Los Angeles - San Francisco

Radio-TV Park
Marinette, Wisconsin
Green Bay—508 S. Quincy
Whitefish Bay—842 E. Glen Ave.

THE LATEST WCKY STORY

"..... radio is, a
the basic communicatio
of the United States"

..... and in Cincinnati Ra

George Farr, Pres.
Farr's Trade Marts.

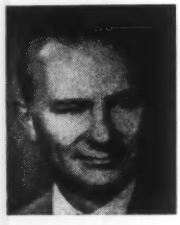
Appliance Dealer

"When we opened our first suburban store in 1948, we realized that we had to bring customers from a city wide area. To do this, we selected radio, and radio has always played a major part in our promotion plans. Today, with two large suburban stores, radio still carries our major advertising load."

Public Utility

"Radio's flexibility and wide coverage, at minimum cost, enables us to focus our messages on the largest possible audience. Radio has also served us completely in emergencies which necessitate our reaching all customers quickly. Radio has been able to do this, when called on, almost on an instant's notice."

E. R. Keller, Adv. Dir.
Cincinnati G
& Elec. Co.



Wm. J. Sanning, Manager,
Advertising &
Sales Promotion;
The Kroger Co.

Supermarket Chain

"In planning our advertising programs for stores in many markets, we have found by test, that radio is as necessary for our continued growth as any other medium, and we use radio to create sales and store traffic. Radio continues to have a place in our advertising planning."

.... and in the South, Radio is WCKY
823,530 homes in
13 Southern States
are nightly listeners to
WCKY

will remain
edium

From a talk by Actg. FCC Chmn. Rosel H. Hyde, before the NARTB Convention, May 1954

Radio is WCKY

Automotive Dealer

"As Cincinnati's largest retailer of Lincoln and Mercury cars, we have found that the use of radio is effective for us, in bringing into our showrooms, live prospects for new and used cars. Careful selection of time, enables us to reach a maximum of the type of prospects we want."

Howard Hively, Pres.
Howard Hively Inc.

Retail Clothes

"Bond's in Cincinnati has a continuous record of daily radio, going back a good many years. In that period, Bond's sales have grown tremendously, and we feel that our carefully selected radio news periods have helped materially in holding old customers and winning new ones."

Don Jacobs, Manager
Bond Clothes.

Appliance Distributor

"Many of our dealers have found certain phases of radio advertising very effective in advertising Philco and Easy products."

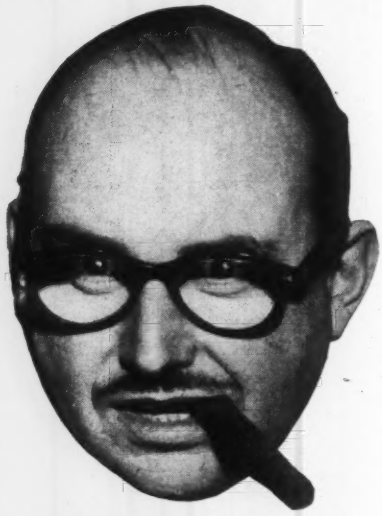
Carl Clinkenbeard,
General Sales Mgr.
Tri-State Distr. Co.

Call collect Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX Ny 1-1688
or
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci 281

L. B. Wilson
WCKY
CINCINNATI

TWENTY-FOUR HOURS A DAY • SEVEN DAYS A WEEK

I'M JOE FLOYD . . .



I belong to a family of BIG SPENDERS

They're the folks who make up the rich four-state money belt,* of which Sioux Falls is the hub. They're good spenders—and always have been—simply because they have the wherewithal to spend (way above the national average). They like better things . . . and they look and listen to KELO (TV and Radio) to tell them what those better things are. Want to meet these brand-buying folks over a store counter? KELO will introduce you to them—convincingly!

* Husky sections of South Dakota, Minnesota, Iowa, Nebraska

KELO TV and Radio

Channel 11 – Sioux Falls, S. D.

JOE FLOYD, *President*

NBC (TV) PRIMARY

ABC • CBS • DUMONT

NBC (Radio) Affiliate

had been taken out of his hands by the Bricker probe, but said there were two actions he was still working on.

These were (1) an attempt to persuade the Department of Justice to permit tv manufacturers to agree to produce nothing but all-wave tv receivers and (2) to follow up on the $7 tax credit to those manufacturers making uhf sets which the Senate Finance Committee was persuaded to add to the Internal Revenue Code amendment (HR 6440). This was done largely at the insistence of Sen. Johnson, who is also a member of the Finance Committee.

Sen. Potter said he had been in correspondence with the Justice Department, but had not been able to get the proper responses to warrant calling a meeting of tv manufacturers. He said he was hoping to get a more favorable attitude when Stanley N. Barnes, assistant attorney general in charge of the anti-trust division, returned to the city.

Path of the tax bill is uncertain. Senate consideration was due on calendar call Saturday, if the upper house finished with the farm bill by then. If the farm bill was still under consideration Saturday, the Senate leadership planned to call up the calendar bills today (Monday).

Following passage by the Senate, the bill goes to the House Ways and Means Committee. There is no present plan to consider this bill, committee staff personnel said last week.

Congress is rushing towards an Aug. 14 adjournment. It was doubted, in many quarters, whether the House committee will be able to act on this tax bill in that time. However, with the possibility that Congress may remain in session for Senate action on the McCarthy censure motion, it was thought that the House might be able to move on the bill.

The Senate Finance Committee's report on HR 6440 specifies that the $7 credit against the 10% excise tax on tv receivers applies only to sets "capable of receiving all uhf channels."

Mistaken Identity

WHEN Sen. John W. Bricker (R-Ohio) told the Senate Commerce Committee, of which he is chairman, that he had Robert F. Jones in mind to act as majority counsel in the probe of tv networks, Sen. Frederick G. Payne (R-Me.) became agitated.

As soon as the meeting was over, Sen. Payne began expostulating with the Ohio senator. He was overheard to say, "John, you can't appoint that man . . . Margaret . . . McCarthy . . . too young . . ."

Sen. Bricker, in turn, was startled. "No, no," he said, "he's a former Congressman from my state. He was prosecuting attorney for Lima County when I was state attorney general. He was a commissioner on the FCC."

Sen. Payne looked puzzled for a minute, then brightened. "Oh," he said, "that's all right. For a minute I thought you meant that young man who ran against Margaret [Sen. Margaret Chase Smith (R-Me.)] in the primary."

The man who ran against Sen. Smith in the June 21 GOP primary in Maine was Robert L. Jones, former administrative assistant to Sen. Charles E. Potter (R-Mich.) but dismissed after a break with Sen. Potter, and presumed protege of Sen. Joseph R. McCarthy (R-Wis.).

MR. ZAPPLE

In another paragraph the Senate committee said that the credit is to be available "only if the television set . . . is equipped with an all-channel uhf tuner as distinguished from the so-called strip tuners capable of receiving only certain of the uhf channels."

This specification that the credit only goes to those manufacturing receivers capable of covering the entire uhf tv band has aroused vigorous opposition in some elements of the tv manufacturing industry. Manufacturers who use strips in their tv receivers under the lead of Standard Coil Products Co., are actively working to induce the Senate to change that wording to permit the credit to be applied to strip-tuner receivers also.

Unknown at the present time is whether the tv probe will be conducted as a public hearing or more quietly as a staff "study." Pending the official appointments of members of the three-man staff, conjecture is considered pointless, it was agreed by observers close to the subject.

It was generally understood, however, that the special staff would not confine itself to Washington, but would probably sit in New York, and possibly, in Chicago and Hollywood.

The Commerce Committee has about $90,000 left of its initial $115,000 appropriation for special studies in the fields for which it is responsible (communications, aviation, domestic transportation, maritime matters, fisheries and wildlife). Of this $90,000, about $15,000 to $20,000 has been committed, it was learned. This leaves from $70,000 to $75,000 available for the tv probe—and for the committee's scheduled investigations of automobile distribution practices and the Washington air transportation facilities problem.

There are also sufficient funds to permit the special tv staff to hire additional personnel if needed, it was understood.

Genesis of the tv probe by the Commerce Committee is Sen. Bricker's bill (S 3456), introduced three months ago, to authorize the FCC to regulate networks, the same as it does stations [B•T, May 17].

At that time, Sen. Bricker said that there was "reason to believe that many of these failures [uhf stations which had given up grants] are due to the fact that the stations were denied programs by the networks." He also said that "networks have grown to dominate the broadcast field . . . [and] the ability of an individual station to obtain network programming too often determines whether that station lives or dies."

Big Mike is the physical trademark of KFAB, Nebraska's most powerful station.

BIG MIKE THE BIG SALESMAN!

Big Mike gets around! . . . and he gets results! Cartooned he appears regularly in the trade papers telling Nebraska's industry story. In the person of Thomson Holtz, he is seen and heard by thousands daily as he travels from good job to good job in his little car. Big Mike is proud of the attention he is receiving from coast to coast . . . proud of the awards that have come his way. But more important, he's proud of the day-to-day story of results he is getting for his advertisers. KFAB-Big Mike is constantly building success stories. He likes to talk to people . . . and he would like to tell 'em about your product or service. When he tells 'em . . . he sells 'em. That's what you'll find out when you pick up one of the current availabilities on KFAB. Talk it over with Free & Peters . . . or lend an ear to General Manager Harry Burke.

THE MIDWEST-EMPIRE STATION

1110 KC.

KFAB

50,000 WATTS OMAHA BASIC CBS

Bricker Stirs Little Hope Among Uhf Industry Group

SEN. BRICKER'S move into the tv picture caused a pall of gloom to descend on uhf operators who had been banking heavily on succor from the Potter subcommittee.

In a heavily dejected letter to uhf operators, mailed early last week, Harold H. Thoms and Fred Weber, chairman and vice chairman, respectively, of the Uhf Industry Coordinating Committee, said they had learned that "no sound relief is to be forthcoming now or even in the foreseeable future."

They termed the $7 credit on the 10% excise tax on uhf receivers as "no solution and . . . ephemeral."

The letter went on:

Under the circumstance, we would be remiss if we did not advise you that little can now be accomplished in behalf of the uhf industry. Neither, can we offer realistic hope that even reasonable time will produce an equitable necessary solution to the present proven disparities between vhf and uhf. . . .

The letter closed with a suggestion that uhf broadcasters seek vhf channels which might meet mileage separation requirements through the use of new techniques and standards—boosters, satellites, directional antennas.

The Uhf Coordinating Committee was established shortly before Sen. Potter opened his uhf hearings to speak for the uhf broadcasters.

Bricker Affirms Unit's Radio-Tv Jurisdiction

SEN. John W. Bricker (R-Ohio) let it be known last week that his Senate Commerce Committee is not turning over any of its jurisdiction in the radio-tv field to anyone.

He also announced his committee intends to look into the field of international communications in the near future.

The matter came up in the Senate just before that body remedied the new Public Law 558 (formerly SJ Res 96) providing for a study of the U. S. overseas information program and the Voice of America with the goal of developing foreign telecommunications to abet U. S. foreign policy.

The Senate remedy for the new law was tacked on the catch-all supplemental appropriations bill (HR 9936) in the form of an amendment which would provide immediately half the $250,000 in funds called for by Public Law 558 and extend the limit of the new law's effect from Dec. 31, 1954, to Dec. 31, 1935.

Last week Senate and House conferees were working out differences in the catch-all funds bill after the Senate restored cuts made by the House.

Sen. Bricker's statement came up because of a House Foreign Affairs Committee report accompanying the House's approval of the global communications study measure. The House had held over the bill from last year after its passage by the Senate [B•T, July 27, 1953]. The House committee's report mentioned NARCOM (North Atlantic Relay Communications System), a plan for relaying television across the Atlantic.

Sen. Bricker's statement last week obviously was made to remove any doubt that the new law, passed after approval by the Senate Foreign Relations Committee, will have any application to any phase of broadcasting except VOA and U. S. information activities overseas.

An amendment offered by Sen. Ed Johnson (D-Colo.) before the bill passed the Senate last year had stripped away certain provisions of the bill, restricting its application to VOA and the U. S. overseas information program [CLOSED CIRCUIT, Aug. 3, 1953].

The new law, which went into effect July 26, provides for a nine-man commission to make the study.

Yes, indeed. The road always "curves to the right" toward greater results when you "ride" through the pages of BROADCASTING • TELECASTING. There's no book in the industry today like old B•T. What your ad tells, it sells and sells and sells. Little wonder, for its readers are thousands upon thousands of the people who want to know more and more about you. Tell 'em in BROADCASTING • TELECASTING. Just see what happens!

FOUR NEW GRANTS FOR TV PROPOSED

INITIAL decisions proposing to grant four new tv stations and one proposed denial of a tv bid were issued by FCC hearing examiners last week.

New tv stations were proposed for Madison, Wis. (ch. 3); Huntington, W. Va. (ch. 13); Detroit (ch. 50), and Grand Rapids, Mich. (ch. 23). The denial went to Desert Television Co. for ch. 13 at Las Vegas.

• At Madison, Wis., FCC Hearing Examiner James D. Cunningham proposed to issue ch. 3 there to Badger Television Co. and to deny the competing bid of WISC there.

The examiner concluded that preference should be given to Badger on grounds of integration of ownership and management, local residence and participation in community and public service activity and control of mass media of communications.

Badger Television is a consolidation of WIBA Madison, and Television of Wisconsin Inc.

Principal stockholders of Badger (45%) are the *Madison Capital Times* and *Wisconsin State Journal*. Principal stockholder of WISC (34.8%) is the *Superior* (Wis.) *Evening Telegram*, which is controlled by Morgan Murphy, Mr. Murphy is director and 15.2% stockholder of WISC; president of Head of the Lakes Broadcasting Co., licensee of WEBC Duluth, WMFG Hibbing, and WHLB Virginia, all in Minnesota, and officer of WEAU-AM-FM-TV Eau Claire, Wis.

• For Huntington, W. Va., FCC Examiner John B. Poindexter proposed to grant ch. 13 to WHTN. The initial decision was made possible by the withdrawal last March of the competing application of WCMI and the dismissal in July of the bid of WPLH, both in Huntington. WHTN has agreed to reimburse WCMI $12,500 and WPLH $25,000 for expenses incurred.

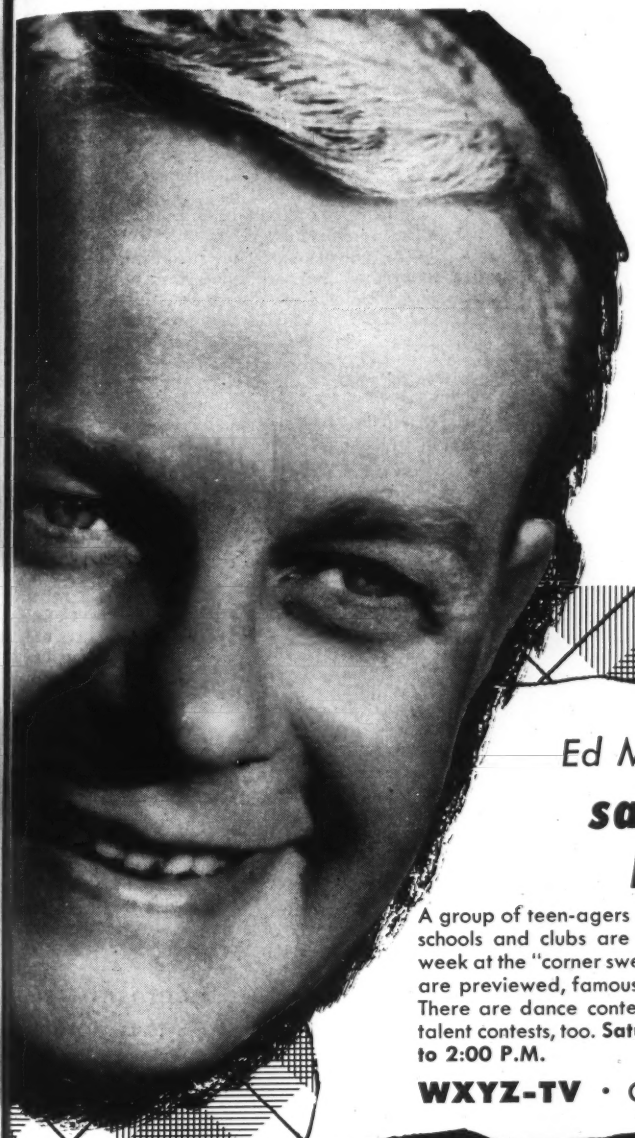
• For Detroit, Mich., a new tv station on ch. 50 was proposed to be granted to WJLB by FCC Examiner William G. Butts. The proposed grant was made possible by the dismissal with prejudice of the competing application of Woodward Broadcasting Co. [B•T, July 12].

Dismissal Asked

Woodward petitioned for dismissal of its ch. 50 bid after purchasing ch. 62 WCIO-TV for $100 from the UAW-CIO Broadcasting Corp. of Michigan [B•T, June 21].

• For Grand Rapids, Mich., FCC Examiner J. D. Bond proposed to grant ch. 23 to Peninsula Broadcasting Co. The initial decision was made possible by the dismissal with prejudice of the competing application of WGRD Grand Rapids. WGRD dismissed its bid in view of the testimony before the Senate Communications Subcommittee on uhf [B•T, July 5].

• For Las Vegas, Nev., FCC Examiner H. Gifford Irion proposed to deny the bid of KRAM for a new tv station on ch. 13 on the ground that was not financially qualified.



ED McKENZIE

dean of Detroit's disc jockeys

NOW on Television
(WXYZ-TV Channel 7**)**

and radio (WXYZ)

Ed McKenzie's

saturday party

A group of teen-agers from Detroit high-schools and clubs are Ed's guests each week at the "corner sweet shop". Records are previewed, famous guests entertain. There are dance contests and teen-age talent contests, too. **Saturdays, 12 Noon to 2:00 P.M.**

Participating

WXYZ-TV · CHANNEL 7

Ed McKenzie's

record matinees

Latest record releases and all-time favorites plus lively comments have won a wide following for Record Matinee. Interviews with famous names in music (shown: Teresa Brewer) are also featured. **Monday through Friday, 3:00 to 6:15 P.M.**

Participating

WXYZ · RADIO

REPRESENTED NATIONALLY BY BLAIR-TV, INC. AND JOHN BLAIR AND COMPANY

LIQUOR ADV. BILL APPEARS SHELVED

Instead of reporting out Bryson measure, House committee chooses to have subcommittee submit sharp rebuke to broadcasters for excessive beer and wine advertising.

THE BRYSON bill to prohibit liquor advertising apparently was consigned to the scrap heap last week, but there were indications a Congressional rebuke is in store for broadcasters.

In a Wednesday executive session the House Commerce Commitee, instead of reporting out the bill, authorized a subcommittee which will draft some sharp words of censure about what the committee considers to be excessive beer and wine advertising on radio and tv, it was reported.

A second report, which could not be confirmed last week, had it that the subcommittee not only would scold the industry, but also might warn broadcasters that they have been less than cooperative about heeding the recommendations of the Harris subcommittee in 1952 on liquor advertising and crime programs.

Rep. Charles A. Wolverton (R-N. J.), Commerce Committee chairman, had not named members of the proposed subcommittee late last week. Members have been spurred by some 450 petitions favoring the bill from various groups, organizations and individuals.

Rep. Wolverton said Friday that the subcommittee should issue its report by this Tuesday or Wednesday. He said he was not prepared to announce members of the subcommittee.

On the matter of broadening the subcommittee's report to include remarks on radio-tv crime and violence programming, the Committee chairman said: "I'm not going to go into that until we issue the report."

It was reported that one likely choice for the subcommittee is Rep. Arthur G. Klein (D-N. Y.). Also mentioned was Rep. Oren Harris (D-Ark.), who headed the subcommittee which made a six-month investigation in 1952 on beer and wine advertising and on crime programs and those of low "moral" content on radio-tv [B•T, May 26, 1952].

The Harris subcommittee's report [B•T, Dec. 22, 1952] recommended that the industry, sponsors and advertising agencies take "corrective" action to curb beer and wine advertising practices and crime and "immoral" programming.

The report, which asked that the group's study be continued in the 83d Congress, said potential evils inherent in controls over broadcasting and telecasting might be greater than the evils they were designed to remedy.

It called for both public criticism and industry self-regulation.

A Senate Juvenile Delinquency subcommittee also made a report last week on the effect of crime and "horror" programs on children.

Bill Guards FBI Name

THE SENATE last week passed a bill (S 3679) to protect the name of the Federal Bureau of Investigation or its initials, FBI, from commercial exploitation by broadcasts, telecasts, motion pictures, plays and the like. A similar bill is pending in the House [B•T, July 26].

Asks Interim Tv

INTERIM operation of ch. 8 at Tampa-St. Petersburg pending final ruling by FCC on three competitive applications there was suggested last week by WTSP St. Petersburg. An initial decision issued in July 1953 recommended grant of the bid of WFLA-TV and denial of WTSP and Tampa Bay Area Telecasting Corp. WTSP pointed out further delays may ensue through litigation of the final ruling while local pressure increases for another tv service. Sole outlet there is ch. 38 WSUN-TV.

FCC Challenges Court's 'Party in Interest' Ruling

DID the U. S. Court of Appeals in Washington in its Camden Radio Inc. decision mean that anytime there is a transfer of a broadcast property, any other station in the same community has an automatic right to be considered a party in interest?

That is the question raised by the FCC in a petition for rehearing submitted to the court last week.

In the Camden Radio Inc. case, the court ruled that the Commission erred when it denied a protest by KAMD Camden, Ark., against the transfer of daytimer KPLN same city from Leo Howard to D. R. James Jr. on the ground that KAMD was not a party in interest [B•T, July 19].

The Commission's petition last week said that it believed that the court's interpretation of Sec. 310 (b) of the Communications Act was incorrect. The FCC asked that the court reconsider that part of its opinion which "likens the protest of a transfer or assignment of a construction permit to the protest of the grant of an original construction permit in terms of the nature of the allegations of injury sufficient to show standing as a party in interest."

The FCC also said that it "believes that the existence of injury to existing licensees from the transfer of a construction permit depends upon the facts of the particular case and that each protest must be examined to see if the protestant is in fact aggrieved by the transfer protested."

If the court is correct, the Commission said, it will open any and all transfer approvals to protests by "a host of parties who have no legitimate interest but solely with the purpose of delaying license grants which properly should be made."

Lifetime Examiner Jobs Favored by Senate Unit

PROPOSED Senate legislation which would make FCC and other Government hearing examiners subject to Presidential appointment for life at $14,000 per year, instead of present Civil Service status, was reported to the Senate favorably Monday by the Committee on the Judiciary. It is now on the calendar for Senate action.

S 1708, introduced by Sen. Pat McCarran (D-Nev.), provides that the President would appoint some 300 government hearing examiners "with the advice and consent of the Senate." Their appointment would be similar to Federal judgeships and they could be removed only for misconduct in office, neglect of duty, or physical or mental disability.

The committee report said the legislation was urged by the American Bar Assn. earlier this year with the objective to achieve a completely independent corps of hearing examiners, free of their respective agencies. Their appointment would be free of political patronage, it is contemplated.

The bill also provides that examiners could be switched between agencies to be used where most needed. They would not be affected by reductions in force or similar agency reorganization, but as "administrative judges" they would be "subject in all respects to the canons and standards of conduct applicable to members of the Federal judiciary."

Existing hearing examiners would continue in office until either appointed by the President to the new status or replaced, the bill indicates, although it is contemplated that those qualified would be so appointed.

"Every argument that could be made against Presidential appointment of hearing examiners can be made with at least equal force against Presidential appointment of federal judges and justices," the report said, "and yet that system of federal appointment of justices and judges has worked out so well that no one would think seriously of changing it. It is the view of the committee that, far from making the appointments political, provision for Presidential appointments with Senate confirmation is the best way to remove these hearing examiner jobs as far as possible from politics."

The committee said it has specifically avoided "including in the bill any provision with respect to the creation of an Office of Administrative Procedure which is a matter being considered at the present time both by the President's Committee on Administrative Procedure and by a task force of the Hoover Commission."

KGUL-TV Gets Approval Of Sites From Airspace Group

WASHINGTON Airspace Subcommittee approved two sites for KGUL-TV Galveston, Tex., last week following a turn-down of the ch. 11 station's 1,200-ft. tower at a site four miles northwest of Alvin, Tex. [B.T., Aug. 2].

Both of the new areas are 4½ miles from the Alvin site, and KGUL-TV owners were advised that there would be no objection to a 1,200-ft. tower anywhere in those two areas. Both Air Transport Assn. and Air Line Pilots Assn. agreed to the compromise.

The two sites were worked out by Civil Aeronautics Administration executives and Paul E. Taft, president of the CBS-affiliated Galveston station. They were unanimously approved at the Washington Airspace Subcommittee meeting Aug. 3.

The Alvin, Tex., site was disapproved two weeks ago by the Washington subcommittee after strenuous opposition by ATA and ALPA. It had been unanimously approved by the Fort Worth Regional Airspace Subcommittee.

Foreigners Must Say So

A BILL which would require foreign agents to identify themselves when making radio or tv broadcasts or in written articles was reported to the Senate last Monday by the Senate Judiciary Committee.

The bill (S 521), introduced by Sen. Everett M. Dirksen (R-Ill.) would require such a foreign agent to identify his foreign principal and himself in a prefacing statement, with a maximum of $10,000 fine or imprisonment for violation.

nothing **W***orks* **L***ike* **W***antmanship*

Create the want that's the source of the sale. The Crosley Group does it with **W***antmanship*, the dynamic new dimension in selling. Typical of the Group, WLW-radio, is raising the standards of living in 1/10 of America, want by want. **W***antmanship* explains why the Crosley Group makes more sales faster, *at less cost*, than any other medium or combination.

the **CROSLEY GROUP**

	Radio
WLW	*Atlanta*
WLW-A	*Columbus*
WLW-C	*Dayton*
WLW-D	*Cincinnati*
WLW-T	

Exclusive Sales Offices: *New York, Cincinnati, Dayton, Columbus, Atlanta, Chicago*

© 1954, The Crosley Broadcasting Corporation

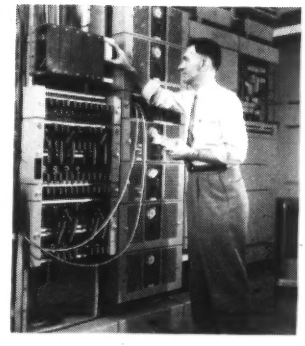
WHAT TIME IS GREEN?

In color television, the colors on the screen are determined in a special way. A reference signal is sent and then the color signals are compared with it. For example, when the color signal is out of step by 50-billionths of a second, the color is green; 130-billionths means blue.

For colors to be true, the timing must be exact. An error of unbelievably small size can throw the entire picture off color. A delay of only a few billionths of a second can make a yellow dress appear green or a pale complexion look red.

To ready the thousands of channel miles in the Bell System television network for color transmission, Bell Telephone scientists developed equipment which measures delay to one-billionth of a second. Equalizers placed at key points along the network insure that the signals keep on one of the world's strictest timetables.

This important contribution to color television is part of the continuing effort by the Bell System – which provides the television network – to meet the industry's needs for color transmission facilities.



To keep colors true in television, equalizers that correct off-schedule signals are put into place at main repeater stations of the transcontinental radio relay system.

BELL TELEPHONE SYSTEM

PROVIDING TRANSMISSION CHANNELS FOR INTERCITY RADIO AND TELEVISION.

Milwaukee, Muskogee Cases Before Court

WCAN-TV fights ch. 12 grant:

THE U. S. Court of Appeals in Washington will hear argument tomorrow (Aug. 10) on the request for a stay against the Milwaukee ch. 12 grant filed by WCAN-TV Milwaukee [B•T, July 26].

Ch. 25 WCAN-TV has asked that the FCC's grant of Milwaukee ch. 12 to the merged Milwaukee Area Telecasting Corp. be held up pending the court's ruling on its appeal against the FCC's refusal to accept its application for that vhf channel. The Commission would not accept the WCAN-TV application to change from ch. 25 to ch. 12 on the ground that it was filed after the Milwaukee ch. 12 hearing had begun.

The FCC rule provides that no competing application may be filed after 30 days before a hearing is scheduled to begin. WCAN-TV claimed that no hearing was actually held, due to the dropouts of other applicants when the merger agreement was agreed to.

The Milwaukee ch. 12 merger provided that after the grant to Milwaukee Area, it and WFOX and WEMP would own 30% each, and Kolero Telecasting Co., 10%.

In its reply to the opposition of Milwaukee Area to WCAN-TV's protest, filed concurrently with its appeal to the court [B•T, July 19], WCAN-TV claimed anew that a hearing was not conducted and that it had a right to have its application accepted. "The 35 minute session before the examiner," WCAN-TV said, "was obviously a farcical and lame effort to stage an atmosphere of 'hearing.' It is said that testimony was taken and cross-examination occurred. But for what earthly purpose could testimony have been taken when the examiner himself had stated at the outset that no issues specified by the Commission remained . . ."

Milwaukee Area had charged in its opposition that WCAN-TV was engaged in tactics designed to delay competition [B•T, July 26].

KCEB (TV) Asks Muskogee Stay:

REQUEST for a stay against the construction of KTVX (TV) Muskogee, Okla., will be argued tomorrow (Tuesday) in the U. S. Court of Appeals in Washington. The motion was brought by KCEB (TV) Tulsa last week, following its appeal from the FCC's denial of its protest against the ch. 8 grant in Muskogee [B•T, July 19].

Both ch. 23 KCEB and KSPG (TV), permittee of ch. 17, protested against the Muskogee ch. 8 grant to Tulsa Broadcasting Co. (KTUL Tulsa) on the ground that there is overlap between KTVX in Muskogee and KWTV (TV) Oklahoma City. KVTX is owned by John T. Griffin and associates and KWTV is 50% owned by the same interests. Protestants also alleged undue concentration of control, claiming that the Griffin family also owns KATV (TV) Pine Bluff, Ark., KOMA Oklahoma City and KFPW Fort Smith, Ark. They also charged that the Muskogee vhf station is being promoted as a Tulsa-Muskogee outlet, emphasizing that there is no need to convert to uhf. KOTV (TV) Tulsa on ch. 6 participated in the original protests, but did not appeal to the court.

The FCC turned down the protests on the ground that the Muskogee ch. 8 grant came after a hearing. Tulsa Broadcasting Co. received the grant after competing applicants *Muskogee Phoenix* and *Times-Democrat* and Ashley L. Robinson withdrew. Since the three applicants had been set for hearing, the withdrawal of the two left Tulsa Broadcasting unopposed, but still in hearing status, the Commission held. The protest rule applies only to grants made without a hearing.

Ad Copy Scrutiny

A SPECIAL task force to check into national and regional advertising that violates outstanding orders, trade practice rules and stipulation agreements has been created by the Federal Trade Commission, it was announced last week.

In addition, the survey will look into advertising that appears to warrant investigation because of danger to health and fraud.

Following a recommendation of a recent management survey of the FTC [B•T, May 31], four attorneys have been assigned to the project replacing seven FTC advertising examiners who had no legal training.

FCC Returns Anthony's Providence Ch. 12 Bid

APPLICATION of E. Anthony & Sons for ch. 12 at Providence, R. I., was returned by FCC last week. The Commission acted on its own motion despite a protest by WPRO-TV Providence, permittee for ch. 12 [B•T, Aug. 2]. FCC said the Anthony bid could not be accepted for filing since ch. 12 already has been granted to WPRO-TV.

Permit for ch. 12 was granted WPRO-TV in early September last year, but its effective date was stayed when the Commission set for hearing a Sec. 309(c) economic protest filed by ch. 16 WNET (TV) Providence. The hearing now is before the Commission for final decision.

E. Anthony & Sons, operator of WNBH New Bedford, Mass., turned in its permits for ch. 50 WBOS-TV Boston and ch. 28 WTEV-TV New Bedford when it submitted the ch. 12 bid. In returning the Providence application, FCC said:

It should be noted that under Sec. 309(c) of the Communications Act of 1934, as amended, where the Commission sets a protested grant of an application for hearing, the grant is not thereby vacated or set aside. Instead, said section merely provides that "the effective date of the Commission's action to which protest is made shall be postponed to the effective date of the Commission's decision after hearing." . . . Therefore, until a final determination is made with respect to the hearing on the protest filed by Channel 16 of Rhode Island Inc. [WNET], Cherry & Webb Broadcasting Co. [WPRO-TV] is the permittee of ch. 12 in Providence.

It should also be pointed out that an application is not considered to be mutually exclusive with another for the same channel if the latter has already been granted, even though the grant may be the subject of a protest . . . Nor is an application for a channel for which there is an outstanding construction permit entitled to a hearing on its application.

FCC Approves Relays To Extend Network Tv

VARIOUS medium and short-hop microwave radio relay facilities were authorized by FCC last week to American Telephone & Telegraph Co. Long Lines Division and affiliated companies to extend network service to television stations. Some of the authorizations were in conjunction with expansion of inter-city telephone message channels.

About 100 channel miles were added in South Carolina grants which would extend network service to ch. 8 WBTW (TV) Florence, now under construction. Cost is estimated at $340,000.

Extension of facilities from Terre Haute, Ind., to furnish network programs to ch. 62 WFIE (TV) Evansville and nearby ch. 60 WEHT (TV) Henderson, Ky., was approved by the Commission. Cost is $530,000.

An additional tv circuit between Columbus and Dayton, Ohio, was included in a grant for added telephone facilities between Columbus and Indianapolis, costing $330,000.

A 68-channel mile link for ch. 5 KGEO-TV Enid, Okla., to cost $90,000, was approved as well as a drop-off from the Denver-San Francisco relay to serve ch. 8 KZTV (TV) Reno. Six mile network feed for ch. 3 WEAR-TV Pensacola, Fla., was granted.

FCC approved a second Minneapolis-Fargo link to extend network service to ch. 4 KXJB-TV Valley City, N. D., and also a 95-mile relay costing $88,000 to serve ch. 42 WNAM-TV Neenah.

TV REMOTE RULES REVISED BY FCC

IMPROVED auxiliary broadcast facilities for television remote pickup, relay and other purposes were provided by FCC last week in making final its proposal to amend Part 4 of its rules governing television auxiliary stations [B•T, Dec. 14, 1953]. Old rules applied to only vhf stations. Changes are effective Sept. 8.

Ten channels in the 1990-2110 mc and 2450-2500 mc bands (Band A), seven channels in the 6875-7050 mc band (Band B), eight channels in the 10,500-10,700 mc band (Band C) and 20 channels in the 12,700-13,200 mc band (Band D) are made available for tv auxiliary use on a case-to-case basis, FCC said. Part of these channels will have to be shared with the Industrial-Scientific-Medical service on the basis of accepting interference from the latter, the Commission explained.

Only one channel in Band A or B and one channel in Band D will be assigned on an exclusive basis to each tv station licensee in any area, the Commission said. Such licensee will normally be limited to the assignment of not more than three channels in Bands A and B combined, only one of which will be on an exclusive basis. But additional channels in Bands A and B would be available on a shared basis with other tv stations, it was noted. Also, the number of channels in Bands C and D that may be assigned to a licensee in a single area is not restricted, FCC said.

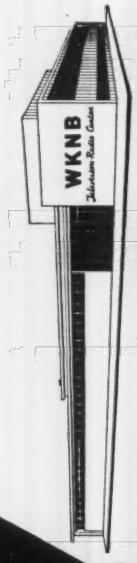
FCC decided to defer action on its original proposal to assign channels in the 7050-7125 mc band to tv licensees pending further study as to how this may be effectuated with minimum impact on existing common carriers which use these frequencies to provide tv pickup and studio-transmitter link service.

Clarifying language also has been added in the rules to the effect that tv pickup stations may be used to provide temporary or emergency fixed circuits.

Heretofore, the auxiliary bands have been assigned to vhf stations on the basis of the frequency of the parent station.

WFAA-TV Boost Approved

SPECIAL temporary authority for a 10-fold increase in effective visual radiated power from 27.1 kw to 274 kw was granted by FCC Tuesday to WFAA-TV Dallas pending completion of new full-power facilities [B•T, Aug. 2]. WFAA-TV has indicated it will take about another year to complete construction of the new 1,521-ft. tower at Cedar Hill, from which the station will operate with full 316 kw ERP. The Cedar Hill project is in cooperation with KRDL-TV there.

Advertisers GET RESULTS on WKNB-TV
Hartford-New Britain Market 3rd richest in U.S.
• You cannot dominate the big Hartford-New Britain Market unless you use WKNB-TV
• 185,000* HOMES DELIVERED . . . Scores of PROVEN SUCCESS FACTS
*June, 1954 figures


The New WKNB Television-Radio Center
1422 New Britain Ave. (Corner Ridgewood Road)
WEST HARTFORD 10, CONNECTICUT
Represented Nationally by The Bolling Company
WKNB-TV CBS channel 30

Washington Attorneys Approved for WSSB

TWO Washington communications attorneys, Norman E. Jorgensen and Seymour Krieger, last week received FCC approval to the purchase of WSSB New Smyrna Beach, Fla.

Sale price for the 1230 kc, 250 w unlimited facility was reported at $30,000. Messrs. Jorgenson and Krieger each will own a 41 2/3% interest. Austin Van Catterton, WMMB Melbourne, Fla., general manager, will serve as vice president and will own a 16 2/3% interest.

The purchasing group also has filed for a new standard unlimited station at Eustis, Fla., to operate on 1240 kc with 250 w power.

Other sales receiving FCC approval last week included sale of KXOC Chico, Calif., by Lincoln Dellar to Broadmoor Broadcasting Inc. for $150,000, and the transfer of control of KCCC-TV Sacramento to Harry W. McCart and Ashley L. Robison through purchase of 37½% interest of Frank E. Hurt for $45,000. (For details see FOR THE RECORD, page 107).

Chernoff-Baer Sale Of WTBO-AM-TV Filed

SALE of WTBO-AM-TV Cumberland, Md., by the Chernoff-Baer families to Tennessee Valley Broadcasting Corp. for $110,000 was filed with the FCC late last week. Ch. 17 WTBO-TV is not operating.

The sale is contingent on the Commission's approval to a simultaneously filed application to dissolve the licensee, Maryland Radio Corp., and transfer its assets to the individual stockholders in the same percentages in which they held their stock. The assets then will be sold to Tennessee Valley.

Messrs. Howard L. Chernoff and Frank A. Baer and families are associated in the ownership of ch. 15 WTAP (TV) Parkersburg, W. Va. Mr. Chernoff is former general manager of KFMB-TV San Diego.

WTBO-AM-TV balance sheet as of May 31 disclosed its current assets at $18,575, fixed assets of $11,559 and total assets of $86,890. Good will asset was listed as $50,726. Current liabilities were listed at $4,376. Capital stock was valued at $50,000 and a surplus of $32,514 was reported.

Tennessee Valley is headed by Arthur W. Green, former eastern division sales manager for Republic Pictures. Associated with him are Edward G. Murray, WPTZ (TV) Philadelphia film buyer, Morris H. Bergreen, New York attorney, and William J. German, president of W. J. German Inc., distributor of motion picture films.

In another transfer filed for FCC approval last week, Jack N. Berkman and Louis Berkman purchased 20% interest of WFPG-AM-TV Atlantic City, N. J., held by the Teitlebaum family, for $5,000. The Messrs. Berkman will now each own 20% interest. Ch. 46 WFPG-TV suspended operation last May.

'10%' Interference Rule Made Final by Commission

FCC made final last week its proposal to relax the "10% rule" to permit Class II, III or IV standard stations to be assigned in a market when "need is shown" even though interference will be received within its normally protected contour [B•T, May 18, 1953]. "Need" would be a first local outlet or primary signal, FCC indicated.

Effective Sept. 7, the amendment to Part 3 of the Commission's rules constitutes codification of a practice long in existence, one FCC source explained. He referred to cases in which new am grants were made and the 10%-rule restriction was waived.

FCC's notice said the amendments permit "a Class II, III or IV am station to be assigned to a channel available for such class when a need arises, even though interference will be received within its normally protected contour, provided (1) no objectionable interference will be caused by it to existing stations or that if interference will be caused, the need for the proposed service outweighs the need for the service which will be lost by reason of such interference; (2) primary service will be provided to the community in which the proposed station is to be located, and (3) the interference —day or night—received does not affect more than 10% of the population in the proposed station's normally protected primary service area."

FCC said however that "in the event that the nighttime interference received by the proposed station would exceed this amount [10%], then an assignment may be made if the proposed station would provide either a nighttime am facility to a community not having such a facility or if 25% or more of the nighttime primary service area of the proposed station is without primary nighttime service."

House Passes Measure To Amend Copyright Laws

THE HOUSE last week passed and sent to the Senate a bill to amend U. S. copyright laws to conform to the 1952 Geneva International Copyright Convention, which was ratified by the Senate last month.

The bill was placed on the Senate calendar Wednesday.

It protects the rights of U. S. authors from pirating in other countries signing the agreement, without the necessity of complying with mechanical reproduction, deposit and other requirements, including filing of two copies with the Library of Congress.

It also authorizes a universal copyright symbol, the letter C enclosed in a circle. The bill (HR 6616) is endorsed by NARTB, among others.

Uhf-Interference Study May Report at Fall Meet

REPORT on whether tv on the uhf frequencies causes interference to aviation communication and navigational systems may be made during the fall assembly of the Radio Technical Commission for Aeronautics, meeting at the Willard Hotel, Washington, Sept. 30-Oct. 1.

Involved in the uhf tv study is the 940-1225 mc band, whose major use is for distance measuring equipment (DME). The committee is headed by A. R. Applegarth Jr., National Aeronautical Corp., Ambler, Pa.

RTCA is a joint government-military-civilian organization concerned with the use of radio frequencies for aviation.

Webb Lauded for 'Dragnet'

JACK WEBB, creator and star of *Dragnet* on NBC Radio and NBC-TV, last week was praised for making and distributing educational films free as a public service. Rep. Samuel W. Yorty (D-Calif.), entering his remarks in the *Congressional Record,* said Mr. Webb's films have combatted juvenile delinquency, helped curb reckless driving, helped the Central Intelligence Agency, the Armed Forces and police departments throughout the country.

What can you do with $73.58?

For $73, you have lots of choices. You might buy a case of good Bottled-in-Bond Bourbon. Or a genuine, woven-under-water Panama hat. Or maybe treat 150 neighborhood kids to a spree at their favorite soda fountain!

ON WOAY, $73.58 will buy 13 one-minute spots!

WOAY, Oak Hill, is West Virginia's second most powerful station!

Its 10,000-watt signal covers 21 counties —

delivers a total Nielsen audience of 102,200 radio homes —

delivers an average daily Nielsen audience of 51,320 radio homes!

Write direct for availabilities.

WEST VIRGINIA STATION COVERAGE DETAIL

Radio Homes in Area	NCS Area	No. of Counties	DAYTIME					
			4-Week Cum.		Weekly		Average Day	
			NCS Circ.	%*	NCS Circ.	%*	NCS Circ.	%*
20,370	FAYETTE	1	18,490	90	18,220	89	10,150	49
18,190	GREENBRIER	3	15,490	85	15,130	83	6,720	36
66,940	KANAWHA	1	10,310	15	7,180	10	4,410	06
14,570	LEWIS	4	3,110	21	2,280	15	1,680	11
18,260	LOGAN	1	2,780	15	1,960	10	1,020	05
19,440	MERCER	1	8,000	41	6,480	33	3,990	20
14,290	NICHOLAS	3	11,450	80	11,080	77	6,620	46
23,930	RALEIGH	1	20,220	84	19,610	81	8,540	35
12,290	ROANE	4	2,720	22	1,990	16	1,460	11
16,750	WYOMING	2	9,630	57	8,610	51	6,730	40
225,030	10 TOTAL	21	102,200		92,540		51,320	

=% of Radio Homes in Area

WOAY

OAK HILL, WEST VIRGINIA

Robert R. Thomas, Jr., Manager
10,000 Watts AM—20,000 Watts FM

LOWER COSTS, BUT BETTER PROGRAMMING, EXPLORED AT BMI TV CLINICS LAST WEEK

Speakers warn against extravagances, stress that proper assignment of personnel and some ingenuity in production techniques can provide some of the answers.

MEANS of reducing costs and, at the same time, improving program quality dominated discussion at BMI's Television Clinic, held in New York last Monday and Tuesday. Approximately 150 station executives attended.

Television's twin problems of costs and program quality were outlined at the opening session in a keynote speech by Clair R. McCollough, general manager of the Steinman Stations (WGAL-TV Lancaster, Pa., WDEL-TV Wilmington, Del., and WLEV-TV Bethlehem, Pa.), and were discussed in more detail by subsequent speakers.

Mr. McCollough cautioned telecasters against "over-specialization" as practiced by networks, suggesting that personnel be trained to perform several tasks. He contended that stations cannot afford "lush, plush departments" and must guard against extravagances.

Allied with this station austerity, Mr. McCollough advocated that operators learn as much as possible about costs of their operations. He said there is "a crying need" for such data on all working levels of the staff, indicating that at times too much money is expended for an activity that does not justify investment.

As a means of improving program content, Mr. McCollough urged that operators cooperate with one another on exchange of program ideas, pointing out that "we are making the same costly mistake over again in our separate operations." In this connection, he paid tribute to the trade press for reporting up-to-date information on activities of stations around the country.

Mr. McCollough warned against "overselling" the services that television can offer to the advertisers in terms of displays, props, moving backgrounds and other features. He suggested a pre-sales conference between production and selling personnel so that a particular account can be sold on the basis of production content and skill that the staff can deliver week after week.

The heavily-increased costs of television as compared to radio highlighted a talk by Charles Vanda, vice president in charge of television for WCAU-TV Philadelphia, on "Tv Production on a Shoestring." He noted that the radio version of *Suspense* was produced with three people, while its tv counterpart required 39. With the cost factor in mind, Mr. Vanda said, his staff has developed certain "gimmicks" and visual effects that have lowered costs and improved programming.

He cited the development of a character called *Willie, The Worm* to accompany a children's program, with *Willie* fashioned by placing a pair of old eye-glasses on a tire inner tube. He exhibited various commonplace articles, such as bottle of beer, cream pies made with shaving cream, foot powder and a stapler, that could be used for visual effects at little cost.

Lawrence H. Rogers II, vice president and general manager of WSAZ-TV Huntington, W. Va., described the operations of local tv news, sports and special events. Mr. Rogers declared that his station views these operations largely as a public service venture, bringing to the community coverage of significant news and public affairs developments. He said that WSAZ-TV does not attempt to make a profit in this area of programming, but plows back any profits from the operation so that it may be enlarged and improved.

Boosts Public Service

In a talk on "Tv in Public Service and the Job of Integrating Stations with the Community," George R. Torge, manager of WBEN-TV Buffalo, urged station operators to expend as much effort and time on public service programs as on commercial shows. He described in detail the programs offered by WBEN-TV in the fields of religion, general culture and education, and contended that commercial telecasters are geared to provide "all the educational television that the viewer wants and can digest."

Victor F. Campbell, program manager of WBAL-TV Baltimore, spoke on "Low Cost Music and Specialty Programming," and advanced the view that simplicity, warmth and novelty are three prime ingredients of such programming. He recommended that a small but well-rehearsed cast be used for low budget musical shows, thereby insuring a smoothly-running program at a comparatively low cost.

George Patterson, program director, WAVE-TV Louisville, discussed "Film Buying for Better Tv Programming." He emphasied how cheap films, edited by the distributor to fit into an hour segment, can prove successful ratings-wise. WAVE-TV inaugurated such a film show, *Movies at Midday*, to compete with a popular network show on another station. He cited American Research Bureau ratings as showing that after two and a half months the program has pulled the station from last to first place for the time period.

Tips on what to do and what not to do in a small market tv operation were offered by Kenyon Brown, president of KWFT-TV Wichita Falls, Tex. He advocated a "thorough study" of the market for its coverage and advertising potential; a policy of strong local programming with emphasis on public service; a sound training program to be given by key people of ability, and an efficient film department. He warned against a station launching operations too early, pointing out that a plan of action must be "carefully thought out" before getting on the air, and also cautioned against unrealistic pricing of facilities, whether it be above or below its value to an advertiser.

As a means of achieving low cost local programming, Norman Gittleson, manager of WJAR-TV Providence, urged station operators to make certain their cameras are used as much as possible; to present as many "live" shows as possible and to build up the station's talent. Mr. Gittleson suggested that variety can be injected into programming by using featured station artists as guests on other shows, rotating the crews and varying the sets.

Robert Burton, BMI vice president in charge of publisher and writer relations, explored

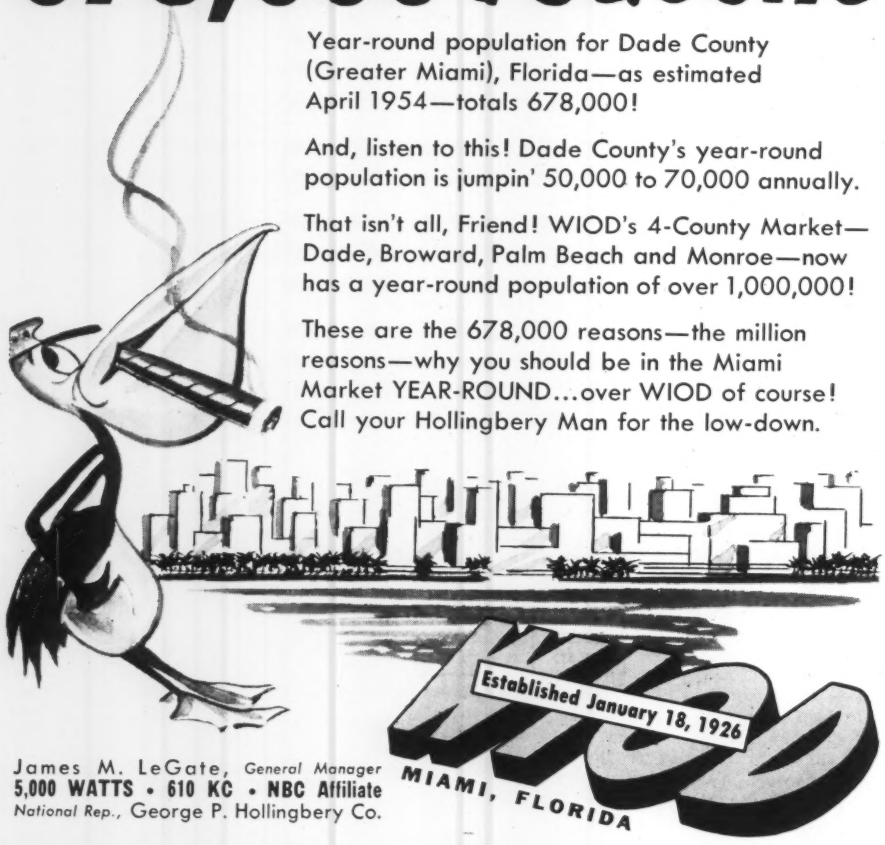
678,000 reasons

Year-round population for Dade County (Greater Miami), Florida—as estimated April 1954—totals 678,000!

And, listen to this! Dade County's year-round population is jumpin' 50,000 to 70,000 annually.

That isn't all, Friend! WIOD's 4-County Market—Dade, Broward, Palm Beach and Monroe—now has a year-round population of over 1,000,000!

These are the 678,000 reasons—the million reasons—why you should be in the Miami Market YEAR-ROUND...over WIOD of course! Call your Hollingbery Man for the low-down.



James M. LeGate, General Manager
5,000 WATTS • 610 KC • NBC Affiliate
National Rep., George P. Hollingbery Co.

Saving Money in Moving Mail

Facts derived from the latest Cost Ascertainment Report of the U. S. Post Office Department for the fiscal year 1953

About 85 per cent of all mail moving between cities in the United States is carried by rail.

INTERCITY MAIL MOVEMENTS

85% BY RAIL

15% ALL OTHERS

If the railroads moved this mail entirely free of charge — and also furnished without charge the traveling post offices in which it is sorted en route—the Post Office Department's expenses would be reduced less than 13 per cent.

Payments for railroad services in moving 85% of non-local mail

13%

All other postal expenses

87%

On first class mail—which is moved between cities mainly by railroad—postal revenues exceeded postal expenses by more than $39,000,000.

Surplus revenue on first-class mail

$39 MILLION

On domestic air mail—excluding air parcel post — postal expenditures exceeded revenues by $29,000,000. (This includes the subsidy payment of $27,000,000 which was made in 1953 by the Post Office Department and is to be made in the future by the Civil Aeronautics Board. Including air parcel post, the air mail deficit was $42,000,000.)

Deficit on air mail

$29 MILLION

For transportation of domestic air mail, the airlines received an average of 2⅔ cents per piece — more than 20 times as much as the ⅛ of one cent per piece paid to railroads.

BY AIR

2⅔ CENTS PER PIECE

BY RAIL

⅛ OF ONE CENT PER PIECE

The railroads, handling the daily mails for the 40,000 smaller post offices as well as major centers, are not only the backbone of postal transportation–they are also the greatest bargain in moving the mails.

ASSOCIATION OF AMERICAN RAILROADS *Transportation Bldg., Washington 6, D. C.*

AND FOR

TIME BUYERS

WHO WANT TO REACH
OKLAHOMA'S
BIGGEST
AUDIENCE
THIS FALL

The world's tallest man-made structure—KWTV's new tower—is soaring toward its 1572-foot height. By October 1 it will bring the advertiser's message to Oklahoma areas never before reached by television. . . . Now's the time of opportunity for time buyers!

	Total (Fringe Area)*
Population	1,401,400
Families	428,800
Area (in sq. miles)	27,172
Retail Sales	$1,326,048,000

*100 Microvolt Area per Engineering computations. Population and sales figures—1954 Sales Management Survey of Buying Power.

CBS

KWTV-9
OKLAHOMA CITY
Affiliated Management KOMA-CBS
Represented by Avery-Knodel, Inc.

EDGAR T. BELL, Executive Vice President
FRED L. VANCE, Sales Manager

copyright clearance problems of music recorded on tv film, and advised each station to rely on the counsel of a competent attorney. He pointed out there is no clear-cut definition on rights to recorded music when used by a station as background or accompaniment to a filmed show, though music clearance is assured for feature films, with rights cleared at the source.

Progress report on color television was provided by Richard Day, NBC-TV color consultant, who told the audience that although the tv industry is better equipped to handle color now than was the motion picture industry in its early days, there are still many pitfalls, particularly color control. He pointed out that in color tv everything is reduced on the viewing screen and too many colors in a production will result in "color-crowding" and a "too busy" picture.

Ben Greer, program director and production manager of WGVL (TV) Greenville, S. C., discussed "Idea Programming and Imaginative Tv Presentations," crediting ingenuity and hard work with placing this uhf station in the black after one year of operation. Mr. Greer advanced the view that in a costly operation like television, it is necessary for production employes to learn and to know all phases, including film handling, studio floor managership, set design and film slide operation.

Serving as chairmen for the various sessions were Craig Lawrence, manager, WCBS-TV New York; Hamilton Shea, general manager, WABC-TV New York, and Norman Knight, manager, WABD (TV) New York. Glenn Dolberg, BMI vice president in charge of station relations, acted as general chairman of the clinic.

Chicago Clinic

In Chicago, the BMI tv clinic drew upwards of 150 broadcasters at the Sheraton Hotel, with the following speakers heading up Thursday's agenda.

Robert Tincher, vice president-general manager, KVTV (TV) Sioux City, Iowa; Barbara Haddox, program promotion director, WBNS-TV Columbus, Ohio; Mr. Burton of BMI; Ken Kennedy, program manager, WDAY-TV Fargo, N. D.; Fred C. Mueller, general manager, WEEK-TV Peoria, Ill., and Franklin Sisson, WOOD-TV Grand Rapids, Mich.

Mr. Tincher outlined 14 ways of tv integration with a community. He expressed the opinion that slower saturation and acceptance of television in outlying areas derived from failure of stations to establish themselves as community outlets. He suggested "names and faces" in local fare and claimed that while this is no panacea, "lack of attention to some programming of this sort won't increase your overall ratings either." Successful tv operations, Mr. Tincher pointed out, have thoroughly integrated themselves with their communities. He stressed the importance of the local advertiser.

In a question and answer session, Mr. Burton said that NARTB is the "right forum" for discussion of troublesome copyright problems. He said he felt the question of indemnities is a "great topic and will hit the industry like a bolt some day." He also predicted a test case on story material rights (as in feature films) when kinescopes are made.

Miss Haddox emphasized that "establishing confidence of your listeners in what you say or sell is a prime consideration" of station promotion. She cited typical station promotions, including one that involved the Mennen Co. and its top executives on a visit to Columbus. WBNS-TV arranged dealer meetings, placed ads in newspapers, set up radio-tv appearances and prepared a special film. This promotion was "more than just selling personalities or a product—it was promoting good grooming for men," Miss Haddox claimed.

Mr. Kennedy discussed "inventive twists in tv production." He recommended that stations make greater use of display materials from stores on loanouts and stressed importance of weather and news shows.

Delegates were reminded by Mr. Mueller that "good film-buying is getting a good product at a good price" and related experiences at WEEK-TV, uhf outlet. He said his station bought and used 750 hours of film the first year, and that WEEK-TV programs 25 hours of film per week now. Film accounts for 41% of its total income and 17% of program costs, with a record of 24% film in overall programming. Station operators should decide on rerun film and other policy matters before they purchase films, he cautioned.

Mr. Sisson told how WOOD-TV now has aired as many as 75 local tv programs a week from one small studio, and plans for larger facilities later this year. He also related development of news facilities, reporting that WOOD-TV "copied the methods but not the content" of network news shows. To local programs, it has added a facsimile service for national coverage. Mr. Sisson said his outlet is heavy on weather and women's programs and urged careful selection of a women's director.

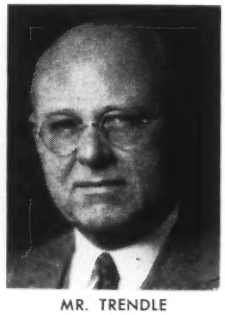
Among guests at the luncheon were stars of ABC's o&o WBKB (TV) and NBC o&o WNBQ (TV), as well as WGN, all Chicago.

TRENDLE SELLS 'LONE RANGER'

Wrathers and Loeb & Assoc. pay $3 million for 22-year-old radio-tv program property.

FOR 22 years, the Lone Ranger, Silver, and Tonto have ridden over the broadcast waves under the direction of George W. Trendle.

Last week, the program, whose "Hi-Ho Silver awaaaaaay" was a children's byword for a generation, passed into the ownership of broadcaster-oilman Jack D. Wrather, his mother, Mrs. Mazie Wrather and John L. Loeb & Assoc. of New York.


MR. TRENDLE

Price of $3 million in cash was paid for the property, now heard three times weekly on 249 ABC stations and on both the ABC and the CBS television networks. This is believed to be the highest cash sale of any radio-tv property, Mr. Trendle said in announcing the sale last week.

The Wrather-Loeb combine bought all of the stock of the Lone Ranger Inc. Beside Mr. Trendle, the stock was owned by H. Allen Campbell and Raymond J. Meurer. The Trendle-Campbell-Meurer group still owns the *Green Hornet, Sergeant Preston of the Yukon* and *American Agent.*

Lone Ranger comic strips are carried in more than 300 newspapers, the sale announcement said. Approximately 2 million copies of Lone Ranger, Tonto, and Hi-Ho Silver comic books are sold monthly. There is also a series

with WAVE

you don't buy the elephant—

YOU BUY THE TUSKS!

WAVE and WAVE alone gives you exactly what you need in Kentucky — *at the right cost.*

NOT TOO MUCH — NOT TOO LITTLE.
WAVE's 50% BMB daytime area coincides almost exactly with the Louisville Trading Area, *which accounts for 42.5% of Kentucky's total Effective Buying Income.*

BIG-TIME PROGRAMMING — HIGH LISTENERSHIP.
WAVE is the *only NBC station* in or near the Louisville Area. Plus that, WAVE invests in top *local* programming — employs 62 people on radio only, 44 of them for on-the-air activities rather than management, sales, etc.

Don't buy the elephant. Buy the tusks — *but be sure you get ALL the tusks!* NBC Spot Sales has the figures.

WAVE • **5000 WATTS**
LOUISVILLE • **NBC AFFILIATE**

NBC Spot Sales, Exclusive National Representatives

of Lone Ranger records, produced by Decca, and there are more than 100 Lone Ranger items merchandized by 60 firms under rights from Lone Ranger Inc.

Included in the assets of the Lone Ranger Inc. are 130 half-hour television films, 52 now in production and more than 1,500 half-hour

JACK WRATHER MAZIE WRATHER

radio program transcriptions, together with merchandise contracts, cartoon contracts, etc.

Mr. Wrather and his mother are two of the principal owners of KFMB-AM-TV San Diego, Calif. The other owners of KFMB stations are Maria H. Alvarez and Edward Petry & Co. The Wrathers and Mrs. Alvarez recently sold KOTV (TV) Tulsa to J. H. Whitney & Co., New York, for $4 million.

Messrs. Trendle and Campbell last week also sold their WTAC Flint, Mich., to Radio Hawaii Inc. (KPOA Honolulu) for $287,000 (see story on page 93).

Allen Kander, station broker, handled the Lone Ranger sale.

Rocky-Ez Again on C-C

PLANS for a closed-circuit telecast of the heavyweight championship bout between Rocky Marciano and Ezzard Charles on Sept. 15 were announced last week by Nathan L. Halpern, president of Theatre Network Television and James D. Norris, president of the International Boxing Club, promoter of the bout.

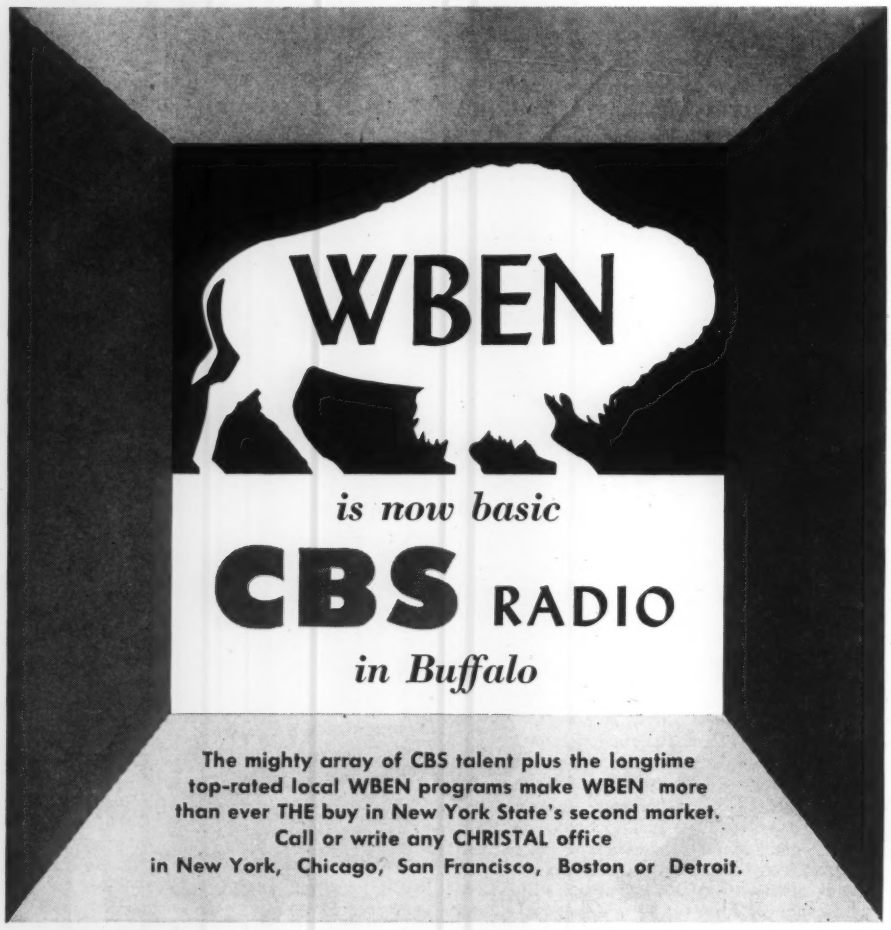
Mr. Halpern said the bout will be presented to theatres throughout the country directly from the Yankee Stadium in New York. He predicted that the bout, which will not be seen on home television sets, will be "the largest closed-circuit big-screen telecast ever undertaken." The first Marciano-Charles closed-circuit telecast last June, according to Mr. Halpern, was viewed by an audience of 200,000.

BOTV Plans Night Club Tv

PLANS were announced last week by Box Office Television Inc., New York, under which night clubs throughout the country will be provided with "top name" entertainment by means of closed circuit television. The new network, which is expected to be in operation by the beginning of 1955, will present large-screen "floor shows" to restaurants and night clubs.

'Mr. D. A.' on Radio

FREDERIC W. ZIV Co., New York, has announced that the radio version of *Mr. District Attorney* has sold in 57 markets in the first 10 days of its sales campaign, with multi-market purchases by regional advertisers contributing "greatly" to the list.


WBEN
is now basic
CBS RADIO
in Buffalo
The mighty array of CBS talent plus the longtime top-rated local WBEN programs make WBEN more than ever THE buy in New York State's second market.
Call or write any CHRISTAL office
in New York, Chicago, San Francisco, Boston or Detroit.

ZIV'S CARLSON SLATED TO MAKE COMMERCIALS

Star of 'I Led Three Lives' to make sales messages for local sponsors that can be integrated into syndicated film show.

MAKING of "integrated commercials" for the various advertisers who sponsor a syndicated tv film dramatic series now seems to be as much a part of the star's duties as making the program itself, according to an announcement from Ziv Television Programs that Richard Carlson will soon begin filming integrated commercials for sponsors of Ziv's *I Led Three Lives*.

MR. CARLSON

On the immediate schedule of Mr. Carlson, who portrays ex-FBI counterspy Herbert Philbrick in the series, are commercials in Narragansett Brewing Co. and Croft Brewing Co., both placed through Cunningham & Walsh, New York, and for Phillips Petroleum Co., through Lambert & Feasley, New York.

Puts on a Par

William Pehlert, account executive on the two beer accounts for Cunningham & Walsh, summed up the advantages of using Mr. Carlson in the commercials for regional products this way: "Carlson is a star of national reputation. Both Narragansett and Croft are battling national beers in their markets. It is all too seldom that a regional product has a chance to tie in with a national celebrity of Carlson's stature and box-office appeal. Having Carlson give the sales pitch creates the impression among viewers that our beers are national beers. There is little doubt that by having Carlson deliver the personalized commercials both beers have gained considerably in prestige in their markets. The brewers are delighted with the results."

For Phillips 66, Mr. Carlson does not do the actual commercials but he does film the opening and closing titles as narrator and points out that Phillips is the sponsor of that week's episode of *I Led Three Lives*. The product commercials are done live by a local announcer.

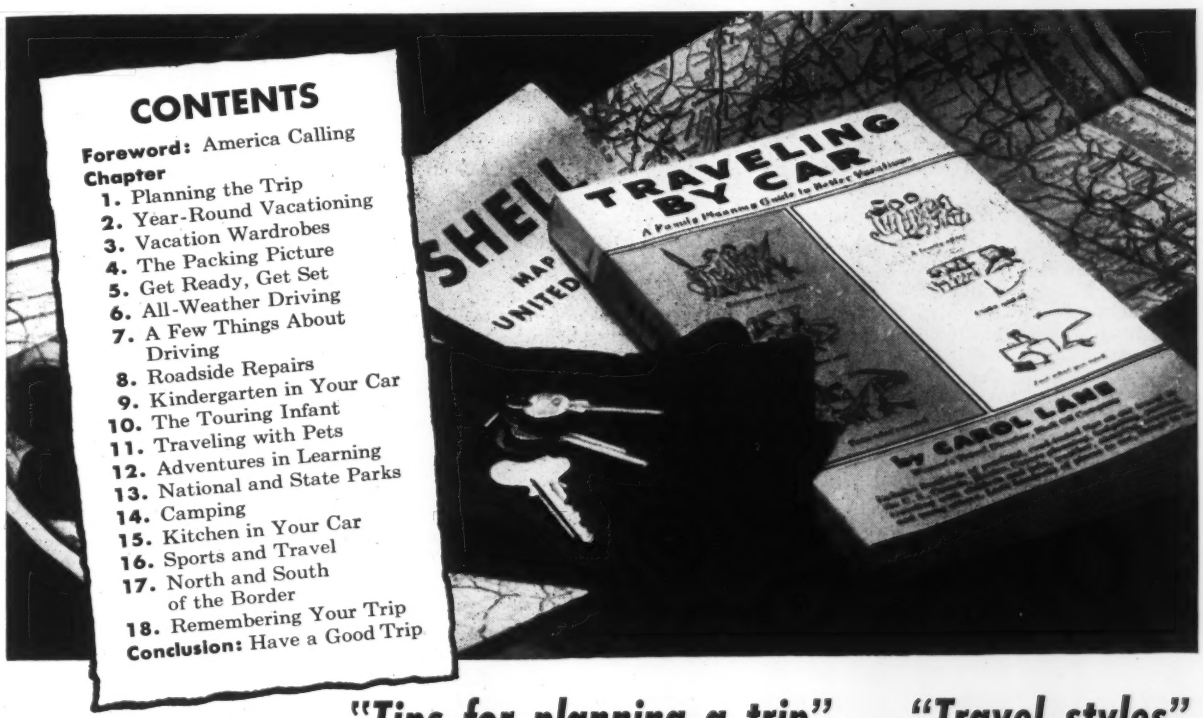
Link With Product

John Bates, tv-radio director of Lambert & Feasley, feels that using the star in this way links him closely with the sponsor's product and adds to the program's integration. It also, according to Mr. Bates, emphasizes the institutional approach which this advertiser desires and at the same time permits a more direct sales approach by the local announcer.

Herbert Gordon, Ziv's vice president in charge of programming, said that Mr. Carlson's work schedule has been charted so that he will be able to complete the personalized commercials in time for sponsors to use them starting in late September, when the second year's cycle of the series gets underway.

ANNOUNCING
—the most complete book on car travel!

by the nationally known travel expert—CAROL LANE, *women's travel director, Shell Oil Co.*



"Tips for planning a trip". . ."Travel styles"
"New motoring games for kids". . ."Cooking outdoors is fun"
"List of museums, parks, exhibits, etc.". . .

THAT'S JUST a small sample of what you'll find in Simon & Schuster's new book. There's loads more—238 pages of useful touring information of interest to every motorist.

Never before has it all been gathered together between two covers. But now in the one inexpensive volume you have a gold mine of facts that should come in mighty useful all year long.

Chapters on camping, hunting, fishing, car care and the like have a special appeal for men. New ways to make touring easier and more pleasant for women are featured. Miss Lane writes in a light, readable style. You'll find hundreds of practical, road-tested tips for more family fun on 4 wheels. A rare bargain for handy reference any day of the year.

GET YOUR COPY TODAY
WHEREVER YOU BUY BOOKS

SHELL OIL COMPANY SHELL

Suits Against Cummings Settled Out of Court

TWO breach of contract suits against tv actor Robert Cummings, filed in Los Angeles Superior Court by producer-writer Mort Greene in 1953, were settled out of court last week for a sum "in five figures," according to attorney Ben Goldman, representing Mr. Greene.

Formerly the producer of tv film *My Hero* series, Mr. Greene sought $100,000 in punitive damages and $19,200 for salary loss because, he charged, Mr. Cummings induced packager Don Sharpe, "by innuendo" to cancel his work contract in 1952.

Last month Mr. Cummings settled another suit arising out of Greene litigation. He agreed to pay $1,900 damages, for knocking down with his car and dragging Los Angeles deputy sheriff William Conroy, who was attempting to serve him a summons in the Greene case.

Justman Sues for 'Phoebe'

SUIT has been filed in Los Angeles Superior Court by Joseph Justman, president of Motion Picture Center Studios, Hollywood, against Phoebe Productions, producer Alex Gottlieb, actor Peter Lawford, director Don Weis, William Morris Agency, Campbell Soup Co. and two John Does. Charging that an agreement, reached May 20 by the production firm, Mr. Gottlieb and himself, called for him to receive 10% of the *Dear Phoebe* tv film series recently purchased by Campbell Soup for fall telecasting, the plaintiff claims the defendants now deny the existence of such an agreement.

FILM SALES

Ziv Television Programs Inc., N. Y., reports *Mr. District Attorney* series has added 61 markets in past three months, bringing total to 128. Company also reports latest *Meet Corliss Archer* sales bring markets to 54.

CBS Television Flm Sales, N. Y., announced it has sold *Crown Theatre* series to WKNY-TV Kingston, N. Y. It also announced *Holiday in Paris* musical-variety series has been sold to KFBC-TV Cheyenne, Wyo., as part of eight-show package.

FILM PRODUCTION

Sportsvision Inc., S. F. (delayed tv sports films), signed for 4th consecutive year by **Phillips Petroleum Corp.,** Bartlesville, Okla., to produce and shoot 13 weeks of Big 7 and Big 10 Conference football games, starting Sept. 18 and 25 respectively, for release to 27 midwest and southwest markets. Agency: Lambert & Feasley Inc., N. Y.

RANDOM SHOTS

Olmstead Sound Studios announce plans to open at One E. 54th St., New York City, about Aug. 15, equipped for high fidelity sound recording and film operations and also serve as new headquarters for Television Producers Inc., packaging-producing firm headed by Mr. Olmstead, Martin Jones and Gordon Knox, and for Jones-Olmstead Inc., N. Y.

Academy of Tv Arts and **American Cinema Editors** have reached agreement whereby new category in annual awards has been established for tv film editing. ACE will elect two editors to represent them on ATAS board.

ARNOLD C. GRAHAM (c), advertising manager, Goebel Brewing Co., signs the firm's third year renewal contract with Transfilm Inc., New York, for exclusive beer industry use of that firm's Geesink technique for tv commercials. Approving the agreement are William Burnham (l), Transfilm sales vice president, and Joseph Forest, Transfilm creative director. The rooster is Brewster, star of all Goebel tv commercials.

Professional Motion Pictures, Anderson, S. C., has been established with Auricon "1200" cameras, Zoomar lenses and "double system" sound equipment for industrial, commercial and sports tv film. The firm, headed by Wilton Hall Jr., will make kinescopic recordings and provide slides and art work in addition to aerial photography.

FILM PEOPLE

Robert W. Keith, assistant in production, Central Telefilms, Peoria, Ill., promoted to production manager; **Lewis Cook,** chief cameraman, promoted to technical director.

Robert H. Forward, assistant general manager KABC-TV Hollywood, to Sportsvision Inc., San Francisco (delayed tv sports film), as production director, with headquarters in Hollywood.

Arnold Fetbrod named administrative assistant, sales dept., Screen Gems Inc., N. Y.

John Garamoni, head of Agency Recording & Film Service, Chicago, appointed sales representative of Tee Vee Co., headquartered in same city.

Lowell Frank, director of recording, West Coast Div., Columbia Recording Co., named program director of Guild Films Co., N. Y. *Liberace* program.

Dr. Wernher Von Braun, Chief of the Guided Missile Development Div., Army Ordnance Corp., Redstone Arsenal, Huntsville, Ala., signed by **Walt Disney** as technical consultant on "Trip to Mars" program, part of "Land of Tomorrow" segment on ABC-TV *Disneyland* series.

Michael M. Sillerman, executive vice president, Television Programs of America, to address Columbia U. graduate school seminar of educators on tv programming.

I have a call from El Paso, Texas, Mr. Marsich!*

He wants to talk to you about El Paso and

KROD-TV

According to Sales Management's "Survey of Buying Power," El Paso County ranks 98 in the first 200 counties in the U. S. and 5th in Texas in total retail sales. . . . KROD-TV is the leader in the El Paso trading area in coverage, programming and promotion. . . . KROD-TV is affiliated with KROD —600 Kc—CBS—5,000 Watts. . . . Owned and operated by the El Paso Times, Inc.

RODERICK BROADCASTING COMPANY

DORRANCE D. RODERICK, President
VAL LAWRENCE, Vice Pres. & General Mgr.
DICK WATTS, Sales Manager

REPRESENTED NATIONALLY BY THE **BRANHAM** COMPANY

You'll Sell More on Channel 4

* Of course, you know John Marsich, Time Buyer in the New York office of Kudner Agency, Inc.

EVERYONE AT WDAY-TV LOVES THE TAX ASSESSOR!

Ordinarily you catch us billing and cooing with the Tax Assessor about as often as you see us playing around with a bunch of wildcats. . . .

This year it's different. In May we asked the City Assessor if he could check Fargo's Personal Property Tax rolls and tell us the number of television sets in Fargo. Nobody *lies* to increase his taxes! *And 65.5% of all Fargo families told the Assessor they own television sets!* And remember, that was back in May, 1954—*less than a year after we went on the air!*

We do a pretty fancy job in the rest of our coverage area, too. Twenty miles from Fargo the TV saturation is 52%—fifty miles away it's 28%—*and seventy miles away it's almost 20%!*

Ask Free & Peters for all the facts on WDAY-TV—the *only* TV station in the rich Red River Valley.

WDAY-TV IS THE ONLY TV STATION WITHIN 50 MILES OF FARGO!

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC • CBS • ABC

FREE & PETERS, INC., *Exclusive National Representatives*

IN DETROIT
You Sell More on CHANNEL 4
WWJ-TV
NBC Television Network
DETROIT
Associate AM-FM Station WWJ
Owned and Operated by THE DETROIT NEWS
National Representative
THE GEORGE P. HOLLINGBERY CO.

"I got reach"

But down in Northwest Alabama and Northeast Mississippi WERH reaches more folks than a Saturday night fish fry.

The reason for this is that WERH is long on entertainment. The sort of music and programs that the folks down here prefer. And WERH has a signal that reaches . . . not just reaches, but *dominates* the 14,695 square miles of its 0.1MV/M contour.

When you want your advertising buck to reach the most for the money WERH, the station for Northwest Alabama and Northeast Mississippi, is your station.

WERH 5000 watts 970 KC
Regional representatives, Dora-Clayton Agency
Mortgage Guaranty Building, Atlanta, Georgia.
National Representative: Hil F. Best Co.

'54 SET OUTPUT LAGS BEHIND '53

Comparison of RETMA figures for first six months of both years shows decline in both radio and tv set output but tv sets were up in June.

NEARLY 5 million radio receivers and over 2.8 million tv receivers were manufactured during the first half of 1954, according to Radio-Electronics-Tv Mfrs. Assn. Output of tv receivers showed a marked increase during the early summer weeks.

Production of color tv sets totaled 8,394 in the first six months of the year, according to RETMA. Of these, only 347 sets were manufactured in June.

Uhf-equipped receivers produced in June totaled 99,404 sets, or 636,456 for the six-month period.

Radio set production totaled 4,886,559 sets for the first six months of this year compared to 7,266,542 in the same 1953 period and 5,456,035 in the first half of 1952. June radio production totaled 837,655 sets compared to 722,104 in May and 1,163,831 in June 1953. June is a five-week statistical month in RETMA compilations. Of the June radios, 15,854 had fm tuning along with 988 tv sets.

Tv output in June totaled 544,142 sets compared to 396,287 in May, showing an increase in the weekly production rate. June output last year totaled 524,479 sets, fewer than in the current month. Six-month tv set output totaled 2,845,147 units, about 26% below the level a year ago but well above the 2,318,236 produced in the first half of 1952.

Production data for the first half of 1954:

	Television	Home Sets	Portables
Jan.	420,571	271,036	46,571
Feb.	426,933	233,063	98,275
March (5 wks.)	599,606	244,110	206,130
Apr.	457,608	165,232	175,424
May	396,287	173,480	174,735
June (5 wks.)	544,142	226,350	141,904
TOTAL	2,845,147	1,313,271	843,039

	Auto	Clock	Total Radio
Jan.	394,442	159,932	871,981
Feb.	331,961	105,933	769,232
March (5 wks.)	370,249	119,863	940,352
Apr.	330,989	73,590	745,235
May	316,519	57,370	722,104
June (5 wks.)	336,733	132,668	837,655
TOTAL	2,080,893	649,356	4,886,559

Videodex Again Topped By 'Dragnet' and 'Lucy'

VIDEODEX report on top network tv shows for week of June 26-July 2 shows *Dragnet* with the top rating of 35.5. *I Love Lucy*, seen in 124 cities to *Dragnet's* 107, reached the most homes, 11,230,000. Videodex tabulations are:

	Program	No. of Cities	% Tv Homes
1.	Dragnet (NBC)	107	35.5
2.	I Love Lucy (CBS)	124	35.1
3.	Best of Groucho (NBC)	128	33.7
4.	Jackie Gleason (CBS)	86	31.4
5.	Toast of the Town (CBS)	113	30.7
6.	Tv Playhouse (NBC)	105	29.4
7.	Saturday Night Review (NBC)	69	27.6
8.	Godfrey & Friends (Toni) (CBS)	118	27.0
9.	Kraft Theatre (Wed.) (NBC)	60	26.2
10.	Our Miss Brooks (CBS)	53	25.8

	Program	No. of Cities	No. Tv Homes (000's)
1.	I Love Lucy (CBS)	124	11,230
2.	Dragnet (NBC)	107	11,157
3.	Best of Groucho (NBC)	128	10,691
4.	Toast of The Town (CBS)	113	9,307
5.	Tv Playhouse (NBC)	105	9,004
6.	Jackie Gleason (CBS)	86	8,883
7.	Godfrey & Friends (Toni) (CBS)	118	8,582
8.	Ford Theatre (NBC)	142	8,224
9.	Private Secretary (NBC)	120	7,368
10.	Saturday Night Revue (NBC)	69	7,349

Cathode Tube Totals

FACTORY sales of cathode ray tv receiving tubes in June totaled 681,937 units compared to 584,782 in May and 746,822 in June 1953, according to Radio-Electronic-Tv Mfrs. Assn. Six-month sales in 1954 totaled 3,957,238 cathode tubes compared to 5,197,071 a year ago. Receiving tube sales totaled 31,031,315 units in June compared to 28,650,825 in May. Six-month sales of receiving tubes were 165,709,060 compared to 243,160,348 in the first half of 1953.

'DRAGNET' HEADS ARB FOR JULY 6-12

LEADING tv program in the nation during July was NBC-TV's *Dragnet*, according to American Research Bureau ratings released last week. *Public Defender* which took over as a summer replacement in the period usually held by top-rated *I Love Lucy* managed to hold a position in the top ten programs.

The ratings, based on viewing for the week of July 6-12:

	Program	Network	Rating
1	Dragnet	(NBC)	46.0
2	Toast of the Town	(CBS)	38.8
3	Best of Groucho	(NBC)	35.3
4	This Is Your Life	(NBC)	34.1
5	Godfrey and Friends	(CBS)	33.9
6	I've Got a Secret	(CBS)	32.4
7	Public Defender	(CBS)	31.9
	What's My Line?	(CBS)	31.9
9	Talent Scouts	(CBS)	31.8
10	Ford Theatre	(NBC)	28.6

	Program	Network	Viewers (000)
1	Dragnet	(NBC)	37,1[illegible]
2	Toast of the Town	(CBS)	33,3[illegible]
3	Best of Groucho	(NBC)	26,3[illegible]
4	Godfrey and Friends	(CBS)	26,2[illegible]
5	Public Defender	(CBS)	24,1[illegible]
6	I've Got a Secret	(CBS)	23,4[illegible]
7	This Is Your Life	(NBC)	22,4[illegible]
8	Ford Theatre	(NBC)	22,3[illegible]
9	What's My Line?	(CBS)	21,3[illegible]
10	I Married Joan	(NBC)	20,4[illegible]

'Lucy' Winds Up Season In Top Nielsen Position

NATIONAL Nielsen Ratings for the two weeks ending July 10 generally duplicated the top listings of *I Love Lucy* and *Dragnet* of the past months.

The ratings:

NUMBER OF TV HOMES REACHED

RANK	PROGRAM	HOMES (000)
1	I Love Lucy (CBS)	14,0[illegible]
2	Dragnet (NBC)	11,7[illegible]
3	Pabst Blue Ribbon Bouts (CBS)	9,2[illegible]
4	Toast of the Town (CBS)	9,0[illegible]
5	Ford Theatre (NBC)	8,8[illegible]
6	Robt. Montgomery (Amer. Tobacco) (NBC)	8,5[illegible]
7	This Is Your Life (NBC)	8,2[illegible]
8	Arthur Godfrey (Frigidaire) (CBS)	8,1[illegible]
9	Arthur Godfrey's Scouts (CBS)	8,1[illegible]
10	Loretta Young Show (NBC)	7,8[illegible]

PER CENT OF TV HOMES REACHED
PROGRAM STATION BASIS

RANK	PROGRAM	HOMES %
1	I Love Lucy (CBS)	[illegible]
2	Dragnet (NBC)	[illegible]
3	Ford Theatre (NBC)	[illegible]
4	Toast of the Town (CBS)	[illegible]
5	Pabst Blue Ribbon Bouts (CBS)	[illegible]
6	Robt. Montgomery (Amer. Tobacco) (NBC)	[illegible]
7	This Is Your Life (NBC)	[illegible]
8	Arthur Godfrey's Scouts (CBS)	[illegible]
9	Arthur Godfrey (Frigidaire) (CBS)	[illegible]
10	Kraft TV Theatre (NBC)	[illegible]

Copyright 1954 by A. C. Nielsen Co.

BROADCASTING
TELECASTING

telecast

FILM FEATURE SECTION

BONUS!

AUDIENCE DOUBLED
RATES UNCHANGED

WIBW-TV's new 1010 foot tower is nearly up! Our power soon goes to 87.1 KW! Your sales message will reach well over 110,000 TOP TV homes . . . half of them NEW TV HOMES! You're getting TWICE THE AUDIENCE—still at No. 1 Rate Card prices—and with 6 months' protection!

A BONUS MARKET, TOO!

WIBW-TV . . . Topeka's only TV station . . . blankets America's 14th "buyingest" market*. AND, we hand you a solid 80 mile radius of the rich outlying territory. (We're not even counting WIBW-TV's whopping-big audience in Kansas City and St. Joseph.) Better place your order NOW!

Consumer Markets '54.

WIBW-TV
SEE YOUR Channel 13 CAPPER MAN
VHF
The Kansas View Point

CBS-DuMONT-ABC
Interconnected

TOPEKA, KANSAS
Ben Ludy, Gen. Mgr.

WIBW & WIBW-TV in Topeka
KCKN in Kansas City

New products, more power ready for your family

SEPARATE ELECTRIC RANGE UNITS grow in popularity. Oven at left—top units at right, separated by griddle surface and egg cookers—all can be at convenient working height, or built into both new and remodeled kitchens.

If you owned 5 or 6 convenient and work-saving electric appliances a few years ago, you probably are enjoying 12 or 15 now. And that's only the beginning, say electric power companies and manufacturers, as the combination of American inventiveness and plenty of low-priced electricity expand the Electric Age.

U. S. families are using twice as much electricity as they did in 1946—yet there's more than enough of it. That's because the electric light and power companies plan and build years ahead to have additional power ready when you want it. With hundreds of new power plants, they've doubled their output since the war, and plan to have half again as much more by 1960.

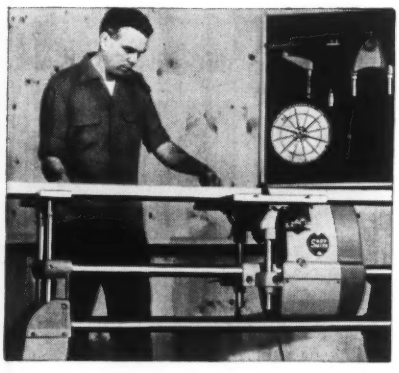
In spite of this abundance, some people want government to create more unnecessary public debt by building new government power projects. The country's growing appetite for electricity has been supplied, and can be supplied in the future, by AMERICA'S ELECTRIC LIGHT AND POWER COMPANIES*.

*Names on request from this magazine

HOME AIR CONDITIONING. New built-in units, for both new and old homes, team up with the heating system for year-round comfort.

LIGHT FOR FREEDOM **POWER FOR PROGRESS**

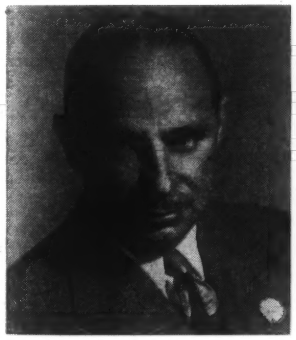
COLOR TELEVISION is here; a few families already are enjoying it. The big growth of color TV is expected to start in 1955.



PACKAGED WORKSHOP— new home appliance for father and the boys—is a half-dozen electric-powered tools in one. Electric mowers and hedge clippers please Dad, too.

features

- Pitchmen on the tv film. Page 80.
- Quick's first 90 seconds on tv. Page 86.
- Coming: more magnetic tv film. Page 91.



film maker

ROLAND DANIEL REED

WHEN Roland Daniel Reed arrived in Hollywood in 1922 he was unable even to get into a studio until he put on makeup and walked into Fox Film's casting office asking "got anything for tomorrow?" For the next two years he was a "dress" extra. Today he heads one of tv's largest production firms.

A chronology of Mr. Reed's career would read like this: At 19 he was eastern representative for Eagle-Picher Lead Co. Several years later he was headed for Hollywood with no knowledge of filmmaking but the ambition to be an assistant director. Then came the casting office episode. Next Mr. Reed was a full-fledged director, this for three days on a Jack Hoxie western. After the producer became curious as to how the editor was going to put Mr. Reed's footage together, Mr. Reed turned in his megaphone and spent the next six years as a film editor.

He was with Chesterfield Picture Corp., directing mystery-action features, when Westinghouse contracted him in 1930 to turn out an industrial film. Up to this point, Mr. Reed recalls, he hadn't even known industrial films existed. By 1938 he was functioning as Roland Reed Productions and making numerous industrial films.

In partnership with Hal Roach Jr., his first tv film effort was ABC-TV's *Trouble With Father*, which General Mills has sponsored since 1951. Starting in October, Liggett & Myers assumes sponsorship of the series on ABC-TV, under a contract calling for 39 new films plus a block of re-runs to augment certain markets. Next were *Mystery Theatre* and *Beulah*, still sponsored by Sterling Drug and Procter & Gamble, respectively, on ABC-TV. There are over 200 films completed in the three series.

Associated again with Mr. Roach Jr., *My Little Margie* was born. The 1952 summer replacement for Philip Morris' *I Love Lucy* on CBS-TV, the series continued for the firm until switching to NBC-TV and Scott Paper.

For $570,000 he produced 26 *Rocky Jones, Space Ranger* films. United Television Programs is distributing the series in over 50 markets, with 13 more films planned this summer.

When Mr. Reed and Bernard Fox completed the pilot film in *Waterfront* too late last year to hit New York between May and July, they decided to make it the initial big first-run series in syndication. Lack of $900,000 to make 39 films was the only catch. When Standard Oil agreed to buy it for 26 weeks in seven western states, Mr. Reed negotiated a $130,000 advance. An additional $442,000 was forthcoming when UTP contacted Chemical Bank of New York. Of this loan, $300,000 has been repaid.

Pilot film in *Meet the O'Briens* has been completed with Official Films financially interested and set to distribute. Starring Dave O'Brien, known from the M-G-M "Pete Smith Specialty" shorts, the series will answer what Mr. Reed believes is a market for slapstick.

Upcoming is *Alarm*, dramatizing human interest sidelights of factual fires, which he reports has the cooperation of National Board of Fire Underwriters and major casualty insurance companies. Also responsible, in part, for the enthusiasm exuding from the firm's headquarters at Roach Studios is the first film in *Men of Justice*, an anthology series based on documented cases. In partnership with Paula Stone, a series derived from inspirational stories in *Guide Post* magazine is in the works.

Another type of production Mr. Reed likes is such hour-long tv films as "A Star Shall Rise" and "Trial at Tara" and the *Inspiration Please* tv spots for Family Theatre and other religious groups.

Mr. Reed, who was born some 50-odd years ago in Middletown, N. Y., has a home in Beverly Hills, but he spends most of his spare time at Balboa Bay on his 63-foot ocean-going yacht which sleeps 19 people and has tv. Another source of pride is a 27-foot speedboat, recently acquired in Italy, which holds 10 people, does 60 knots and is the only one of its kind in America.

THE PITCHMEN IN THE PARLOR

DESPITE TV CODE, PROLONGED PITCH IS NOW FILM FIXTURE

by John Osbon

IN THE ever-changing world of television, one of the few early institutions that has remained immune to change is the television pitch, an indoor version of the transient business-in-a-suitcase which for generations survived the buffeting of weather and the police before discovering a haven in the iconoscope.

Tumultuous advances have occurred in other areas of television advertising and production, but the television pitch today is practically identical to that of five years ago. In only two respects has its immutability been disturbed: it has been shortened from its original, standard length of half an hour to the present average of 10 minutes, and it has been put on film.

Aside from these slight concessions to modernity, the pitch contains ingredients which are timeless: a product which lends itself to demonstration, a pitchman who is glib enough to befuddle the average mind, a location to which a crowd can be attracted, and enough time for the pitchman to unload the contents of his duffle before the cops arrive. Television provides the perfect setting.

In the early days of television, when competition was less severe and ethical standards a matter of widespread interest, a substantial proportion of tv stations refused to let a pitchman on their premises. At the high-water mark of its success, the Charles Antell pitch for Formula No. 9 (possibly the greatest single success story in pitchdom) was able to get on only slightly more than half of all the stations on the air [B•T, Jan. 19, 1953]. Nowadays, according to those specializing in this form of advertising, some 70% of all stations will take pitch business.

Exact statistics are impossible to get, but those associated with the pitch and mail order business estimate that at least $10 million worth of time—probably much more—is bought each year for the filmed pitchman to solicit mail orders. Add to that the costs of film production and prints and the total volume of mail order pitching must run to $20 million.

These figures are particularly impressive when it is recalled that even the most liberal interpretation of the NARTB Television Code cannot reconcile the 10-minute pitch with the code's commercial time limitations. The code recommends that in a 10-minute segment, commercials should occupy no more than two minutes. The pitch occupies all 10.

A pioneer in the production of film for mail order pitches is Lewis & Martin Films Inc., Chicago. L&M makes no effort to disown its reputation as the "pitchmen of mail order television."

Herschell Lewis, partner and general manager of Lewis & Martin, describes mail order and video as a "wedding made in a heaven—a natural." He explains: "The tv pitch is coming of age. Already a big business, television mail order is destined to grow bigger. Mail order's marriage to television is based on the soundest principles of economics and the inescapable fact that tv meets most of mail order's needs."

Success Stories

Success stories in this realm point up Mr. Lewis's contention. His company and agencies which specialize in such business in the Midwest frown on any notion that mail order tv is even remotely akin to per inquiry —where stations are paid on the basis of replies or orders.

Mail order products may range from auto wax and puncture-proof tire liquid to combination glass cutters and knife sharpeners. All of these and scores more have been the subject of pitches filmed by Lewis & Martin at their offices and studios at 208 S. Wabash Ave., Chicago.

Mr. Lewis estimates mail order tv to be a $10-$20 million dollar annual business for time alone. A firm may order 200 prints of one pitch and run them three times a year for 600 showings. Suppose the average time buy runs $75. The total would be about $45,000 on one pitch alone. Multiply this by some 200 pitches all over the country and you come up with $9 million, exclusive of talent, live tests, script costs, etc.

Lewis & Martin reckons that about 20% of its total gross revenue goes into mail order tv film messages—10% of film volume, 40% of print orders. It also handles ordinary tv commercials, sales and industrial orders, slide films, animation and still photography, turning out work for Zenith Radio Corp., Swift & Co., Derby Foods, Kraft Foods Co., and other firms.

L & M is the outgrowth of Alexander & Assoc., with Martin Schmidhofer as president and partner and Herschell Gordon Lewis as general manager and co-partner. Mr. Schmidhofer has an extensive film background, including service with Metro-Goldwyn-Mayer. Mr. Lewis formerly was general manager of WRAC Racine, Wis., and producer at WKY-TV Oklahoma City. They went into business together in 1952.

When they announced their partnership, only a handful of stations would accommodate mail order business, doubtless because of its unsavory reputation in the industry. Today, according to Mr. Lewis, whose firm has prepared hundreds of such pitches, easily 70% of the nation's nearly 390 tv outlets—including group ownership operations—accepts mail order tv pitches. What's more, stations are not only ready, willing and able but "eager" for MO business, Mr. Lewis says.

Mail order by tv has been "the salvation" of many a hard-pressed uhf operator who can't obtain network affiliation or who finds a paucity of national spot business, Mr. Lewis claims.

The L & M executive ascribes greater acceptance among tv outlets to "greatly relaxed" rules self-imposed by station operators. In 1952, pitch films were subject to top echelon screening and approval at stations. Today, only a routine screening is necessary by the film department for flagrant examples of bad taste.

Mail order tv has become accepted among

station representatives, too, despite the inconvenience of advertisers requesting one-time shots.

Mr. Lewis and Chicago agencies which specialize in mail order tv claim PI is virtually non-existent, and certainly not the factor it is in radio. And they maintain that stations generally hold to card rates.

One of the most significant facts about mail order tv is the trend away from 15- and 30-minute pitch films to those of shorter duration—five and ten minutes long. "Antell's was entertaining enough to last but most mail order pitches are not entertaining enough," Mr. Lewis concedes. The film allows for perhaps three-and-a-half minutes of lead-on and a minute-and-a-half for local station cut-in. Ten-minute pitches may include what pitchmen insist is "entertainment," as well as the pitch and the local cut-in.

How does a mail order go about getting on tv? The advertiser goes to Lewis & Martin—or some other film firm—and asks for a test, either film or live. If L & M feels a product may not click, it recommends a live test first in some Midwest market, perhaps Peoria or Rockford. If it's filmed at the outset, the advertiser orders a certain number of prints.

Over half of mail order enterprises work through their advertising agencies. If that's the case, the agency contacts station representatives for availabilities—usually Class B time. ("Class A is murder," in Mr. Lewis' words.) If the pitch catches on, the advertiser may want to reorder another 40 or 60 prints for use on more stations. Generally, if a pitch doesn't catch on the first three tries, it is acknowledged a failure.

Lewis & Martin calls on one of any number of tv pitchmen, among them Bobby Green, Lee Young, Marty Brown, Bob Edmonds or Eddie Hess, who work on a 10% basis or for a flat fee. Or it may hire a local station announcer. Or perhaps the mail order advertiser may want to speak for himself.

Such was the case with Charles A. Ross, of Chefmaster Products, who actively plugged a $2 cake decorator set. He pitched from last December to this past April, with films going out to some 20 stations. Chefmaster — food coloring, icing, turntable plates, other accessories — spent about $3,000-$4,000 on prints alone and $1,500-$3,000 each week for time. Says Mr. Ross: "Regardless of how many stations we used or how much money we spent, our selling cost held about the same, which impressed me greatly." Chefmaster ran over 13 weeks on most stations—26 on WBBM-TV Chicago.

No mention of mail order tv would be complete without citing the success of the active Lee Ratner Enterprises, for whom L & M has handled pitches. Mr. Ratner is board chairman of d-Con Co., which includes as its subsidiaries Grant Tool Co., Auto-Grant, Sona, and M-O-Lene. D-Con itself uses no MO. But its subsidiaries do with great profit. These accounts together spend in excess of $1 million each year, utilizing 10-minute films on some 300 stations. Representatives report it is the largest group buyer of mail order tv film pitches in the country today. The products involved: Gay Blade, glass cutter and knife sharpener (Grant Tool), Rocket ignition device for automobiles (Auto-Grant), cosmetics (Sona), and M-O-Lene liquid rug cleaner and spot remover.

Says Sydney M. Cohen, account executive at Arthur Meyerhoff & Co., which services this and other mail order tv clients.

"This is the forerunner of a totally new concept of marketing and launching a new product in certain fields. There has been lots of resistance to mail order, but the resistance is breaking down and it has become profitable to stations."

Among other agencies which do a land-office business in mail order-by-television are Roberts, MacAvinche & Senne, Galloway & Simms, Phillips, and Cherbo Inc., O'Neil, Larson & McMahon—all Chicago—and Shaffer-Brennan-Margulis, St. Louis.

Roberts, MacAvinche & Senne handles Chefmaster, Hutchinson Chemical Corp. (automobile, household wax) and other mail order accounts. Of these Hutchinson has been the most successful. Herman Hutchinson claims to be the first manufacturer to come out with a powdered wax, a $1 item. In August 1952 he took to filmed pitches and the result has been a rash of repeat orders in markets covered by some 150 stations. He ordered some 400 prints—at roughly $1,750-$2,450 each—of the original footage (estimated cost $1,200) and is still going strong. The firm is starting its third year.

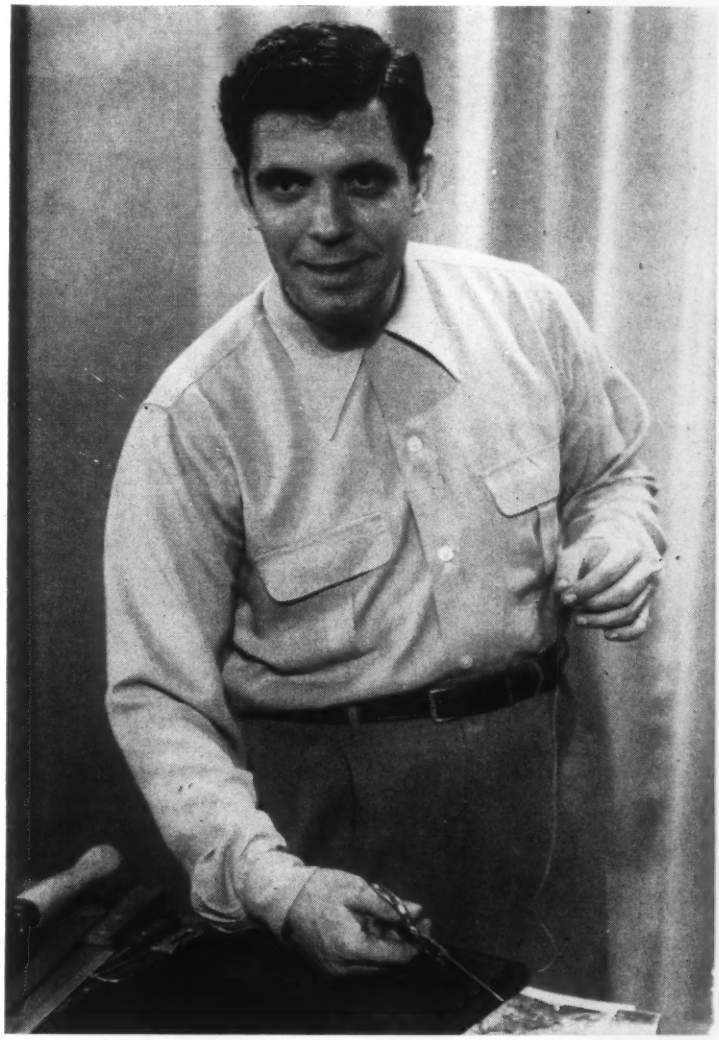
Roberts, MacAvinche & Senne also handles other mail order accounts—*viz.*, Aladdin Cleaner ($2 item), Roto-Sphere Corp. ($1 gyroscope), New Ideas Inc. (a $3-$5 fire extinguisher) and Pel-O-Pat ($3 dog vitamins). Some of these spend well over $100,000 annually on time and film, but the exact figures are closely guarded from jealous competitors.

It is a paradox of the mail order business that items sell despite the undisputed fact that they are over-priced. Under the spell of the tv pitchman the housewife willingly sends in two dollars for the handy gadget which she scorns when it is displayed for 29 cents at her local department store.

That happened to be the exact merchandising history of the Gay Blade glass cutter-knife sharpener. It died on store counters at 29 cents but has sold by the multi-thousands at $2 by mail.

Turning out slick mail order tv scripts is a full-scale operation. Lewis & Martin has access to writers, who are paid $125 per script on the average, to service advertisers who have no agencies or writing stables of their own. In their own way, script-writers are as important in the mail order tv scheme of things as the carnival pitchmen who unloose the hard-sell without pausing for breath—a cardinal sin in pitchmen circles.

The professional mail order writer of today is turning out all kinds of copy. Typical example is that placed through Shaffer-



A pitchman in action: Bobby Green, one of several who work for Lewis & Martin films, demonstrates how scissors, sharpened with the Gay Blade knife sharpener-glass cutter gadget, can snip a thread. The Gay Blade is typical mail order item.

EDGAR J. MACK, Jr., *Vice President,*
RED TOP BREWING CO.

"We, and our local distributor, are more than pleased with the way sales of Red Top Beer are going in Lima, Ohio, as a result of our sponsorship there of CAPTURED. Both of us are also pleased with trade and consumer reaction to DANGEROUS ASSIGNMENT in Columbus, where sales are booming."

EARLE CABELL, *President,*
CABELL'S, INC., Dallas, Texas

"We have been in the dairy business in North and East Texas since 1932. Last year we went in pretty strongly for television, with DANGEROUS ASSIGNMENT on WFAA-TV. The results have had a great deal to do with our setting new sales records, the biggest year in our history. The show has continuously built steady viewing audiences even during 'second run' and 'third run' showings."

ROBERT BUCKLER, *Acct. Executive,*
WALTER J. KLEIN ADV. AGENCY, Charlotte, N. C.

"A 'Thank You' is certainly in order after your survey of results obtained using INNER SANCTUM in Greenville, S. C. for Bunker Hill Canned Beef. Our client's brokers report sales have jumped as high as 300% since we put this product on television. INNER SANCTUM is steadily making a strong bid for the number one film rating on the station. Best proof of its success is the fact that our client also has ordered this show in Charleston."

CHESTER MORRIS in CAPTURED

BRIAN DONLEVY in DANGEROUS ASSIGNMENT

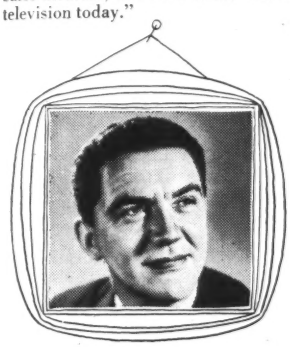
INNER SANCTUM

Partners in Profits

Back of TV's Top Syndicated Stars Are America's Smartest Advertisers

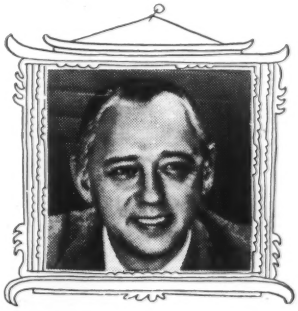
RICHARD BRONNENBERG, *Gen. Mgr.,*
STANDT'S, Muncie, Ind.

"As a retail jewelry outlet, we must have the very best in television entertainment. A show must appeal to both pocketbooks in the family. Such a show we found in BADGE 714, starring Jack Webb. We feel that as a sales medium, this show is the best in television today."



VICTOR SEYDEL, *Director Radio and TV,*
ANDERSON & CAIRNS, INC., ADV., N. Y.

"When a television program accomplishes the twofold aim of reaching a large audience and associating the sponsor with an outstanding public service program—it's a great buy. That's why we are happy with VICTORY AT SEA for Thom McAn Shoes. Ratings in our six major markets are high and growing, including New York's 16.1 at 7 PM Tues. Both we and our client are pleased with the results."



SID GRAYSON, *General Manager,*
KMID-TV, Midland, Texas

"I am only too happy to endorse the excellent NBC FILM DIVISION programs . . . contracted for before the station started telecasting. From previous experience I knew that I could actually build certain nights around these strong programs. BADGE 714, HOPALONG CASSIDY, DANGEROUS ASSIGNMENT, NEWS REVIEW, CAPTURED, VICTORY AT SEA, and INNER SANCTUM were all carefully programmed at key times, and other strong programs built around these pivots."

JACK WEBB in BADGE 714

VICTORY AT SEA

HOPALONG CASSIDY

Ratings measure a program's popularity. But even more important than popularity is the program's effectiveness as a sales vehicle.

How effective are NBC FILM DIVISION programs in selling their sponsor's products? The best way to find out is to "Ask the men who have bought them."

NBC FILM DIVISION

SERVING ALL SPONSORS . . . SERVING ALL STATIONS

30 Rockefeller Plaza, New York 20, N. Y. • Merchandise Mart, Chicago, Ill. • Sunset & Vine Sts., Hollywood, Calif.
In Canada: RCA Victor, 225 Mutual Street, Toronto • 1551 Bishop Street, Montreal

There's more in the Capital than Congressmen!

CAPITAL QUALITY

CAPITAL STUDIOS

CAPITOL'S MUSIC LIBRARY

CAPITAL SERVICE FOR EVERY PRODUCER

CAPITAL

FILM LABORATORIES, INC.

1905 Fairview Ave., N.E., Washington 2, D.C.

Write for comprehensive brochure

Printing • Processing • Editorial • RCA Sound

memo from Ed Hochhauser Jr.

ANYTHING NEW
ABOUT TRANSCRIPTION LIBRARIES??

You bet there is!!!

Only APS has recognized important changes in the broadcasting industry over the past several years and has had the courage to do something realistically constructive about it!

RESULTS: APS delivers much more for much less.

PROOF: Yours in a hurry by writing, phoning or wiring me today.

APS "the library that pays for itself"
Associated Program Service
(A division of Muzak Corporation)

221 Fourth Ave., New York 3, N. Y. • ORchard 4-7400

Brennan-Margulis for a religious tablecloth:

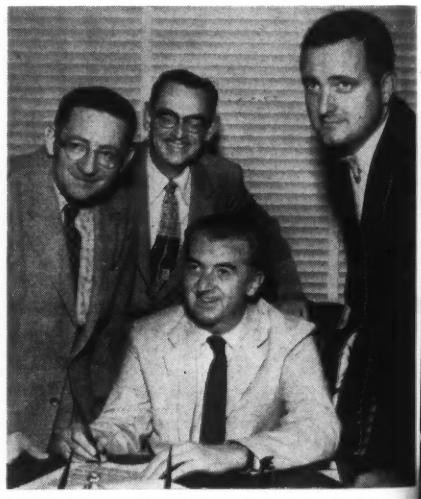
Would you like to have this beautiful oil painting in your home? Well, friends, you certainly can. But it's not an oil painting at all. It, actually, believe it or not, is a beautiful tablecloth. Friends, if you want to give your family and friends the most revered and heartwarming Christmas gift they've ever had, listen to this. For the first time, a gorgeous, high quality tablecloth is available showing the Nativity or Birth of Jesus. Yes, friends, never before at anywhere near this price have tablecloths like this been made available showing the thrilling, lifelike, almost life-size picture of the Nativity, the Babe in the manger. But for a limited time you can realize this wonderful dream and obtain these beautiful tablecloths showing the birth of Jesus. . . ."

The camera then pans to the inscription and the announcer intones: "For God so loved the world that he gave his only begotten Son that whosoever believeth in Him should not perish but have everlasting life."

Once the invocation is pronounced, the announcer turns to praise of the mercantile qualities of the tablecloth, and explains it comes in two sizes, the regular for $1.25 and the super large for $2.

"So order the tablecloth . . . showing the Nativity or the Birth of Jesus for only one dollar and twenty-five cents. These tablecloths are . . . unusual, they are unique and they are so expensive-looking that no one will believe the fantastically low price you are paying for them."

This film is about to go into production at L&M for the Shaffer Brennan Margulis agency and will be shown in time for the Christmas trade on whatever stations can be persuaded to exhibit it. Neither L&M nor Shaffer Brennan Margulis has the slightest doubt that plenty of stations will be available.



REGIONAL RIGHTS to *The Frankie Laine Show* in 10 West Coast markets have been acquired by KTTV (TV) Hollywood. Wrapping up the first sale of the series are Richard A. Moore (seated), KTTV vice president and general manager, and (l to r) Reuben Kaufman, president, Guild Films Inc.; Haan J. Tyler, Guild's West Coast sales representative, and Robert Breckner, station program director.

On the set of "I Love Lucy," starring Lucille Ball and Desi Arnaz. The nation's Number 1 TV show for 1951, 1952 and 1953 is a pioneer of the technique of filming its program as a live show with audience. Desilu Productions uses three Mitchell 35mm BNC cameras in filming "I Love Lucy."

Joan Davis on the set of "I Married Joan," produced by P. J. Wolfson and appearing on NBC. Three Mitchell 35mm BNC cameras are used on this top TV show, which is in its 2nd year. Jim Backus plays the male lead.

Dennis Day, star of "The Dennis Day Show," a top-rated NBC program. Originally "live," this series is in its second year, and is now produced on film by Denmac Productions, using a Mitchell 35mm BNC camera.

TO FILM A SUCCESSFUL SHOW...

It takes more than just a good script to insure the success of a top-rated network program. The on-stage performances of the stars and supporting cast must be outstanding, carefully timed, superbly directed. And the camera must perform flawlessly in its vital role of recreating the superior quality of the show for millions of TV viewers.

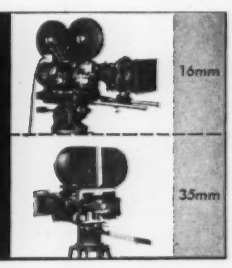
Mitchell cameras—internationally famous—provide the matchless photographic performances so necessary to the successful making of the finest theater quality films. That is why, wherever top quality filming is the foremost consideration, Mitchell Cameras are to be found... bringing *success* into focus.

MITCHELL *The only truly Professional Motion Picture Camera*

Mitchell Camera CORPORATION

666 West Harvard Street • Glendale 4, Calif. • Cable Address: MITCAMCO

85% of the professional motion pictures shown throughout the world are filmed with a Mitchell



AT LEFT: Quick's opening commercial for *The Hit Parade* goes into production.

QUICK'S TV DEBUT

WHEN that long time favorite, *The Hit Parade*, returns to NBC-TV this fall, a new alternate sponsor will be sharing the cost with the American Tobacco Co. Not only is the sponsor new to *The Hit Parade*, he also is new to network television. His product is equally new.

As a preview of what is forthcoming this fall in new commercials, B•T studied the production of the opening film produced by Screen Gems Inc., television subsidiary of Columbia Pictures Corp., for Kenyon & Eckhardt's client, Richard Hudnut Sales Co., and a new Hudnut beauty preparation, Quick. This will be seen for the first time Saturday, Sept. 18.

The making of the 90-second opening for Quick started one hot day in June when the telephone in the office of Ben Berenberg, Screen Gems east coast production executive, rang. Kenyon & Eckhardt wanted to know when they could get together and discuss plans for the opening to be used on *The Hit Parade*.

As Mr. Berenberg recalls the incident:

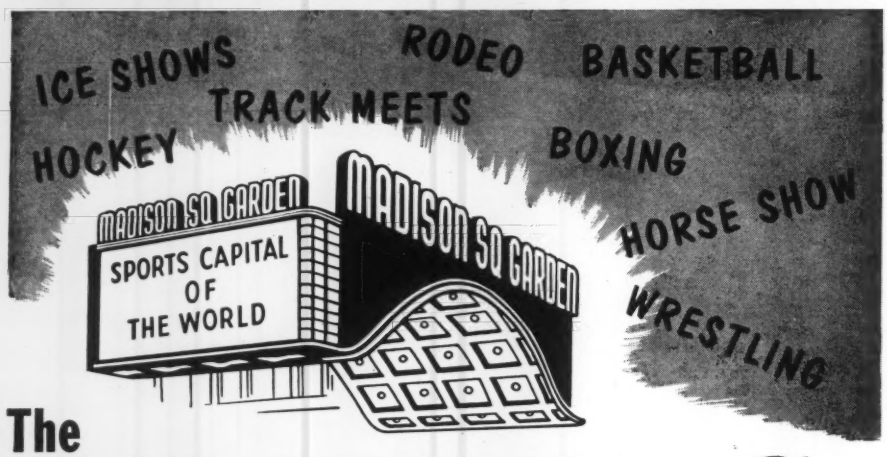
"That afternoon we sat down with the client and agency and reviewed all the different types of production possible. The Lucky Strike opening on *The Hit Parade* is very well conceived and executed in animation and stop motion, but we felt that it would not be wise to do a similar type of opening. Since *The Hit Parade* is a song and dance program we felt that a dance production number would fit in well and establish sponsorship identification."

When that decision was reached, the next step was for the agency to commission Raymond Scott, musical director of *The Hit Parade*, to write the jingle. Within a week he delivered six recorded jingles and from them one was selected.

Meanwhile, Screen Gems interviewed choreographers and set designers. Donald Sadler was chosen to devise the dances and William and Jean Ekhart, who had created the prize winning sets for the Broadway hit, "The Golden Apple," were tapped for the designing chore.

Screen Gems then assigned John Capsis, staff director and producer, to the project. Together with the Ekharts and Mr. Sadler, he began working out the details under Mr. Berenberg's supervision. A script grew out of this for the dance to fit in with the story board.

The next step was selecting the dancers. Three fresh, wholesome looking girls were needed, together with three partners. Not only did they have to look right but their hair had to be acceptable so that they could model hair styles for the sponsor's product. After the selections were made in coopera-



The MADISON SQUARE GARDEN *Show*

. . . proved Selling Power!

1ST

Voted Best Syndicated Sports Series in Billboard's Annual TV Film Awards!

- Narrated by Marty Glickman & Stan Lomax
- 15-minute & half-hour versions
- Ready for telecast 5 days after shooting
- Now in 5th Big Year
- Priced for low budgets

26 FILMED SHOWS OF THE BEST IN CURRENT SPORTS EVENTS DIRECT FROM THE SPORTS CAPITAL OF THE WORLD

produced and distributed exclusively by Winik FILMS CORP

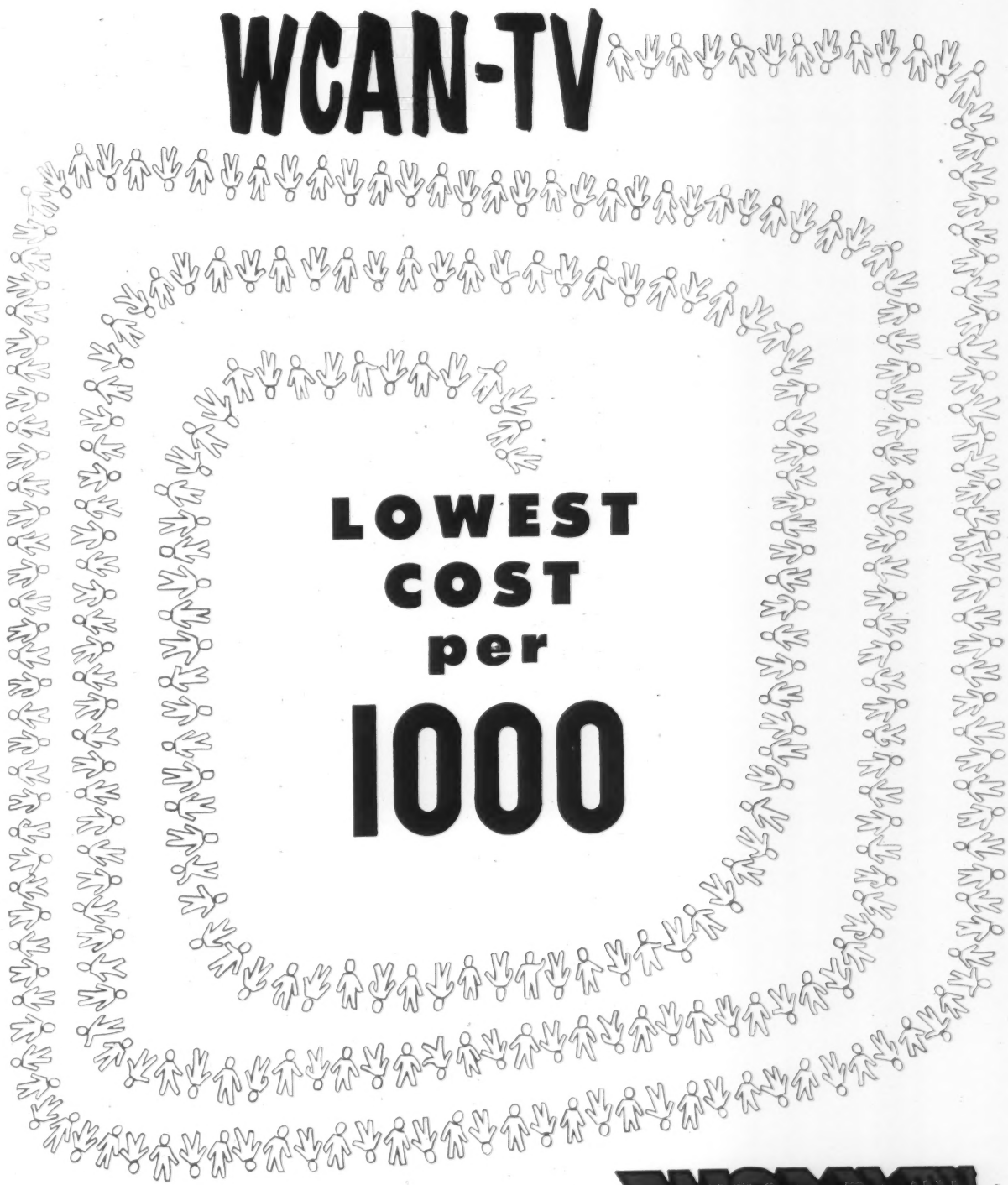
For audition print and full details, wire, write, call

WINIK FILMS Corp., 625 Madison Ave., NYC—PLaza 9-5350

ATLANTA, Ga.: Edward H. Stevens, 101 Walton St., N. W.—WA 3-079
CHICAGO, Ill.: Ben Barry, 203 No. Wabash—State 2-2818
CINCINNATI, Ohio: George Brengel, 3711 Petoskey
DALLAS, Texas: W. B. Butz, 211 So. Pearl Expressway—Sterling 2306
MIAMI, Fla.: W. D. Besselieu, 9536 N.E. Second Ave.,—78-2080
NASHVILLE, Tenn.: Robert B. Davis, 416-A Broad St.,—57480
PORTLAND, Ore.: Merriman Holtz, 611 No. Tillamook St.
RICHMOND, Va.: Martin L. Hogan, 19 West Main St.,—72061
TORONTO, Canada: Lloyd Burns, 760 Davenport Rd.—Oliver 8447

HOLLYWOOD, CAL.: Jack Covel, 961 N. LaCienego Blvd.,—Crestview 6-6139

WCAN-TV



LOWEST COST per 1000

CBS

You can build BIGGER SALES in the Milwaukee market for LESS when you use WCAN-TV. WHY? . . . Because WCAN-TV delivers a ready-to-buy audience for $1.33 per 1000 as against national cost of $1.75 per 1000.

Represented Nationally by Alex Rosenman, 347 Madison Ave., N. Y.

TELECASTING

SUNDAY

	ABC	CBS	DuMONT	NBC
6:00 PM		*Shakespeare on Tv*		Revere Meet the Press alt. Sundays Pan Amer. L
6:15		Electric Companies Alt. Wks. Prudential You Are There Ret. 8/29		
6:30				Gen. Foods Roy Rogers F
6:45				
7:00	Skippy Peanut Butter You Asked For It L	Earn Your Vacation		Toni Co. College of Musical Knowledge L
7:15				
7:30	Pepsi-Cola Playhouse	Am. Tobacco Your Playtime		Reynolds Mr. Peepers L
7:45				
8:00	Flight No. 7 F	Lincoln-Mercury Dealers Toast of the Town L		Colgate-Palmolive Summer Comedy Hour L
8:15				
8:30	The Big Picture F			
8:45				
9:00	Gruen-Am. Safety Razor Corp. Bob Considine L	General Electric GE Theatre F	Clorets & Pharmaceuticals Inc. Rocky King, Detective	Goodyear Corp. (alt. with) Philco Corp. TV Playhouse
9:15	Jane Pickens Show L			
9:30		Bristol Myers Man Behind the Badge L	Co-op Plainclothes Man	
9:45	Dr. I. Q. S			
10:00	Dodge Break the Bank	P. Lorillard The Web L	Co-op Author Meets the Critics	Toni Co. Dollar a Second L
10:15				
10:30		Jules Montenier alt. wks. Remington Rand What's My Line L	*Better Living Television Theatre*	The Hunter R. J. Reynolds F
10:45				
11:00		Norwich Sunday News Spec.		
11:15 PM				

MONDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00			Co-op Capt. Video	
7:15	John Daly-News		Co-op Marge & Jeff	
7:30	U.S. Highway 1954 F-S	Amer. Home Prod. News St. 8/23		Tony Martin Show Toni Co. L
7:45		Perry Como Ret. 8/23		Camel News Caravan L
8:00	Derby Foods Sky King	Carnation Burns & Allen (alt.) L Goodrich		Droodles L
8:15				
8:30	Voice of Firestone L	Lever-Lipton Godfrey's Talent Scouts L		Comment L & F
8:45				
9:00	*Junior Press Conference News* L	Philip Morris Public Defender F		Recital Hall NY L
9:15				
9:30	Boxing From Eastern Parkway Neutral Corner L	Gen. Foods Instant Maxwell Coffee L Masquerade Party	Co-op Monday Night Fights Chris. Schenkel	Johnson Wax alt. with American Tobacco Co. Robert Montgomery Presents
9:45				
10:00		Westinghouse Studio One Summer Theatre L		
10:15				
10:30				
10:45			Co-op At Ringside	
11:00		Longines Chronoscope		
11:15 PM				

TUESDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00			Co-op Capt. Video	
7:15	ReaLemon-News J. Daly		Co-op Marge & Jeff	
7:30	Men of Tomorrow	American Tobacco News L		*The World of Mr. Sweeney* L
7:45		Summer Holiday S		Camel News Caravan L
8:00	No Net. Service	Wrigley Gene Autry Show F	Vitamin Corp. of America The Goldbergs	Midwestern Hayride L
8:15				
8:30	Florida Citrus Twenty Questions L	Pharmaceuticals Inc. Juvenile Jury L	*One Minute Please*	Assoc. Products Arthur Murray Party L
8:45				
9:00	American Tobacco alt. Dodge Danny Thomas Show	Carter Prod. alt. wks. O'Cedar Ret. 8/31 Meet Millie L		P&G Fireside Theatre F
9:15				
9:30	U.S. Steel United States Steel Hour alt. weeks	Nash-Kelvinator alt. wks. Block Drug Danger L St. 8/24		Helene Curtis Top Plays of 1954 F
9:45	Center Stage			
10:00		Pet Milk Co. alt. wks. Life With Father St. 8/24		Truth or Consequences P. Lorillard L
10:15				
10:30	Van Camp Sea Food Co. Swanson (alt. wks.) The Name's The Same L	*The Blue Angel* S		
10:45				
11:00				
11:15 PM				

ABC

6:00 PM	
6:15	
6:30	
6:45	
7:00	
7:15	John Daly-News
7:30	
7:45	Soldier Parade L-S
8:00	
8:15	
8:30	
8:45	No Net. Service
9:00	*This World 1954* F 9-9:30
9:15	
9:30	
9:45	
10:00	*Wrestling From Rainbo* L
10:15	
10:30	
10:45	
11:00	
11:15 PM	

SUNDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15		*What Catholics Believe* S		
10:30				
10:45		*God's World* S		
11:00				
11:15				
11:30				
11:45				
12:00 N				
12:15 PM				
12:30	Voice of Prophecy Faith for Today	Quaker Oats Contest Carnival L		
12:45		U.S. Rubber Little League World Championship Game 8/29 only 1-1:30		
1:00				
1:15				

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
9:00 AM	Breakfast Club	The Morning Show M-F 7-9 a.m. Various Sponsors		
9:15	Philco Corp. (M., W. & F.)			
9:30	Quaker Oats (Tu & Th)			
9:45	A. E. Staley Co. (Tu & Th)			General Mills, Fri. Ding Dong School L Thursdays: Gerber Prods.
10:00		Garry Moore Show and Arthur Godfrey Time (See Footnotes For New Time Schedule)		
10:15				*A Time to Live* L
10:30				3 Steps to Heaven P&G L
10:45				
11:00				
11:15		Colgate-Palmolive M-F 11:30-12 N Strike It Rich L		Home L
11:30				
11:45		Gen. Mills (MWF) Valiant Lady Toni (Tu&Th)		
12:00 N				Bob Smith Show NY L
12:15 PM		Amer. Home Products Love of Life		
12:30		P&G Search for Tomorrow		
12:45		P&G Guiding Light		No Network Service
1:00		Gen. Foods Portia Faces Life		
1:15		P&G The Seeking Heart		

SATURDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30	Brown Shoe Smilin' Ed's Gang eff. 8/21			
10:45				
11:00		*Winky Dink and You* S		
11:15				
11:30		Campbell Soup Abbott & Costello		
11:45				
12:00 N				
12:15 PM		National Dairy The Big Top L		
12:30				
12:45				
1:00		Gen. Mills The Lone Ranger F		
1:15				

ABC

1:30 PM	
1:45	
2:00	
2:15	
2:30	
2:45	
3:00	
3:15	
3:30	
3:45	
4:00	
4:15	
4:30	
4:45	
5:00	
5:15	
5:30	
5:45 PM	

THURSDAY

	NBC	ABC	CBS	DuMONT	NBC
6:00 PM				Walter H. Johnson & Co. Capt. Video	
6:15		ReaLemon-News J.Daly		Co-op Marge & Jeff	
6:30	*The World of Mr. Sweeney* L	General Mills Lone Ranger F	American Tobacco News 7:30-7:45 pm		*The World of Mr. Sweeney* L
6:45	Camel News Caravan L		General Electric Summer Holiday		Camel News Caravan L
7:00	GE I Married Joan F	Melody Tour L-S	What's in a Word S	DuMont Labs What's the Story	DeSoto-Plymouth Groucho Marx F
7:15	Scott My Little Margie F		Singer Sewing Machine alt. wks. Parker Pen 4 Star Playhouse F	Johns Hopkins Science Review	Borden Justice L
7:30	Krafts Foods Television Theatre L	Brillo—So You Want to Lead a Band	*What Do You Have in Common* S		Chesterfield Dragnet F
7:45		Kraft Foods Kraft TV Theatre	Lever Rinso Big Town F		Ford Theatre F
8:00	Hazel Bishop This Is Your Life L		Philip Morris The Perfect Crime L		*The Marriage* L
8:15			Carter Prod alt. Toni, Inc. Place the Face L		
8:30					
8:45					
9:00					
9:15					
9:30					
9:45					
10:00					
10:15					
10:30					
10:45					
11:00					
11:15 PM					

FRIDAY

	ABC	CBS	DuMONT	NBC
6:00 PM			Co-op Capt. Video	
6:15	News John Daly		Co-op Marge & Jeff	
6:30	Gen. Mills Frawley Corp. (alt. wks.) Stu Erwin F	Pharmaceuticals News St. 8/27		*The World of Mr. Sweeney* L
6:45	Lambert Hotpoint (alt.) Ozzie & Harriet F	Perry Como Ret. 8/27		Camel News Caravan L
7:00	Who's the Boss L	Gen. Foods Pantomime Quiz L		*The Duke* L
7:15		R. J. Reynolds Topper F		Gulf—Life of Riley 9/18 F
7:30	Armour Bristol-Myers Paul Hartman Show	Schlitz Playhouse of Stars F	Serutan Co. The Stranger	Simoniz & Amer. C&C Best in Mystery F
7:45	*In Our Times* F	General Foods Sanka Our Miss Brooks F		Campbell Soundstage S
8:00	Focus	Brown & Williamson Viceroy Star Theatre	P. Lorillard Chance of Lifetime	Gillette Sports Reel F
8:15		American Oil Hamm Brewing (alt. wks.) Noxzema It's News to Me	Gamble on Love	Greatest Moments in Sports Mutual of Omaha F
8:30		Longines Chronoscope		
8:45				
9:00				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30				
10:45				
11:00				
11:15 PM				

SATURDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				*Mr. Wizard* F
6:45				
7:00	Dotty Mack	Sylvania Beat the Clock L		Youth Wants to Know Wash. L
7:15				
7:30	*Enterprise USA*	Schick Sheaffer Pen Nescafe (Co-Sponsorship) Stage Show (7/3-9/18) L		Bank on the Stars L
7:45				
8:00	*Greatest Sports Thrills*			Pet Milk Original Amateur Hour L
8:15				
8:30	Bayuk Cigar Saturday Night Fights L	P. Lorillard Two for the Money L		
8:45				
9:00	*Fight Talk*	Toni Co. Jack Paar Show L		Saturday Night Revue Armour&Co. Dow Chemi. Lemon Prod. Griffin Mfg. Amer. Chicle GE Cudahy Packing
9:15	Travel Corner			
9:30		Chrysler Plymouth Div. That's My Boy L		
9:45				
10:00			Co-op Wrestling From Chicago	
10:15		Pharmaceuticals Inc. Two in Love L		
10:30				Lucky Strike Private Secretary F
10:45			11:05 Boyle-Midway Sports Showcase	
11:00			11:20 Wrestling Resumes	
11:15 PM				

SUNDAY

	DuMONT	NBC
1:30 PM		*Religious Hour Frontiers of Faith* L
1:45		
2:00		No Network Service
2:15		
2:30		
2:45		
3:00		
3:15		
3:30		
3:45		
4:00		American Forum of the Air L
4:15		
4:30		Quaker Oats Zoo Parade L
4:45		
5:00		Out on the Farm Chi. L
5:15		
5:30		
5:45 PM		

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
1:30 PM		P&G Welcome Travelers		
1:45				
2:00		Robert Q. Lewis (See footnote)		
2:15				
2:30		Art Linkletter's House Party (See Footnote) 2:30-3 pm		
2:45				
3:00		Colgate Big Payoff MWF *Big Payoff* Sust. Tu., Thur.	Paul Dixon Show	*One Man's Family* L
3:15				P&G Golden Windows L
3:30		Bob Crosby (See footnotes)		*First Love* L
3:45				P&G L Concerning Miss Marlowe
4:00		P&G The Brighter Day		*Hawkins Falls* L
4:15		The Secret Storm Am. H. Prod 4-4:15 M-W-F Sus. Tu, Th		Jergens Co. Bride & Gr'm (M-W-F) L
4:30		P&G On Your Account		*Betty White Show* L
4:45				
5:00		Gen. Mills Barker Bill's Cartoons W & F 5-5:15 p.m.		*Pinky Lee Show* L
5:15				
5:30				Howdy Doody
5:45 PM				

SATURDAY

	ABC	CBS	DuMONT	NBC
1:30 PM				
1:45		*What in the World* S		
2:00	The Dizzy Dean Show Falstaff and Co-op Baseball Game of the Week			
2:15				
2:30				
2:45				
3:00		Racing Jamaica S		
3:15				
3:30		Wrestling S		
3:45				
4:00				
4:15				
4:30				
4:45				
5:00				
5:15				
5:30				
5:45 PM				

Explanation: Programs in italics, sustaining; Time, EDT; L, live; F, film; K, kinescope recording; E, Eastern network; M, Midwestern.

NBC—Mon. thru Fri. "Kate Smith Hour" 3-4 p.m. EST Alt. Mon. 3:15-4:00 p.m. Corn Products Refining Co.; Tues. 3:45-4:00 p.m. Dow Chemical Co.; Wed. 3:15-4:00 American Hair & Felt Co., Parker Brothers, Inc., The Borden Co., Gerber Products Co.; Thurs. 3:15-4:00 Ludens Inc., Duckskin Products Inc., Simoniz Co., also S.O.S. Co., Bymart-Tintair Inc., Consolidated Cosmetics.

Mon. thru Fri. "Howdy Doody" 5:30-6:00 p.m., EST, Standard Brands, Inc., Kellogg Co., Colgate-Palmolive Co., Continental Baking Co. Inc., Ludens Inc., International Shoe Co., Welch Grape Juice Co., Campbell Soup Co.

CBS—Garry Moore M.—Thu. 10-10:30 a.m., Fri. 10-11:30 a.m.
10—10:15 Mon. Pacific alts. Masland, Tue. Seeman, Wed. Simoniz, Thu. Swiftning, Fri. Swift All Sweet.
10:15-30 Mon. Comstock alt. wks. Hoover, Tue. Kellogg, Wed. Best Foods, Thu. Toni alt. wks. Chun King, Fri. Norge.
10:30-45 Fri. Bristol Myers.
10:45-11 Fri. Converted Rice.
11-11:15 Fri. Borden.
11:15-30 Fri. Swift Peanut Butter.
Arthur Godfrey M.—Thu. 10:30-11:30.
10:30-10:45 M. & W. Minnesota Mining & Mfg., Tu. & Th. Frigidaire.
10:45-11 M. & W. Kellogg, Tu. & Th. Toni.
11-11:15 M. & W. Lever Bros., Tu. & Th. Nabisco.
11:15-30 M.—Thu. Pillsbury.
House Party
2:30-45 p.m., M., W., Fri.—Lever
2:30-45 p.m., Tu. & Th.—Kellogg
2:45-3 p.m., M.-Thu.—Pillsbury
2:45-3 p.m. Fri.—Hawaiian Pineapple

Robert Q. Lewis, M.-F. 2-2:30 p.m.
2-2:15 Wed.—Best Foods
2:15-30 Thu.—Swanson
Bob Crosby M.-F. 3:30-4 p.m.
3:30-45 Tue.—Toni
3:30-45 Thu.—Swanson
3:30-45 Fri.—Englander, alt. wks., S. O. S.
3:45-4 M., W., F.—General Mills
3:45-4 Tu., Th.—Am. Dairy

BROADCASTING TELECASTING
August 9, 1954

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FASTER, SAFER, LESS COSTLY...
Because It's More Efficient!

CASTING the dancers. L to r: standing, John Capsis, director, and Ben Kranz, production manager, both Screen Gems, and Jack Babb, Kenyon & Eckhardt tv production supervisor; seated, Donald Sadler, choreographer; Allen Hodshire, K&E tv producer; Fay Evans, K&E associated copy supervisor on Hudnut account, and Ben Berenberg, Screen Gems East Coast production executive.

tion with the agency, the dancers went into rehearsal.

Now two new designers made their appearance. A hair stylist from Hudnut devised new hair-dos for the dancers and Frank Thompson, who designed the costumes for "The Pajama Game," another Broadway hit, created the clothes.

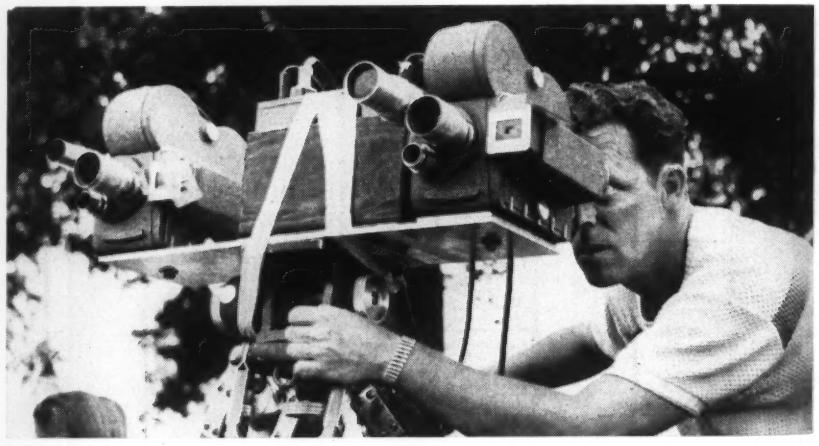
With the designs for the sets approved by all concerned, construction began at the studios. Liberty was taken in the designing of the sets and as a result they are much more expressive than realistic sets which would have impeded the dancers.

"The secret of a successful commercial, such as this opening," says Mr. Berenberg, "is to keep it simple enough so that the viewer may grasp the meaning in one viewing and at the same time have it varied enough so that it sustains its entertainment and interest."

With the sets up, the dancers spent one day on the set being lighted. Then followed two days of actual shooting while recording the cue tracks from the playback. The final step was editing to 90 seconds.

With the editing chore accomplished, the film was delivered to Kenyon & Eckhardt. Next stop is NBC, for showing Saturday, Sept. 18.

DOUBLE-DUTY FILMING



DICK HANCE, chief photographer at KSTP-TV Minneapolis-St. Paul, was up against a problem. He had to shoot the National Professional Golfers Assn. tournament there for two different shows. And he had neither a printer nor the time to have duplicates made. His solution: to place two Auricon Cine-Voices on the same tripod side by side and shoot the matches simultaneously with both.

To accomplish this Mr. Hance mounted a 7-x-24-in. piece of ¼-in. aluminum on the head of an Auricon heavy-duty tripod. The two cameras were then bolted to the improvised base plate. An Auricon Cine-Voice Amplifier was mounted between them to feed both. The cameras were zeroed in at 200-ft. so that Mr. Hance could use one viewfinder.

To make it mobile, Mr. Hance mounted the whole affair atop a jeep. He and KSTP-TV sports announcer Jack Horner followed the action right around the course.

PREDICTION: MORE MAGNETIC TV FILM

PREDICTION that within a year many television stations in the U. S. will be using tv magnetic recording film has been expressed by Frank B. Rogers Jr., vice president and general manager of Reeves Soundcraft Corp., New York.

In an interview with B•T, Mr. Rogers discussed the contributions that magnetic film can make to television broadcasting, contending that it will "greatly improve" sound quality and make tv commercials more effective. He pointed out that since the films can be erased, stations can substitute their own commercials, including the voice of a local announcer and language and copy approach most suitable in their particular markets.

He declared that Soundcraft's magnetic recording film, embodying the Magna-Stripe process of striping film with one or more magnetic tracks, has evinced considerable interest among tv stations. The current roadblock, he said, is the unavailability of magnetic projectors. He voiced the belief that this deficiency soon would be corrected as several manufacturers currently are producing conversion equipment.

Despite the lack of projection equipment, Mr. Rogers said, numerous television shows have made use of the Magna-Stripe films in all recording processes until the final print, which is recorded in optical sound. He noted that this method still improves the sound as compared with film made solely in optical, or photographed sound, which "is generally limited in upper range to 6,000 sound waves per second."

"The fm sound broadcast with the television picture has a range considerably greather than that of the human voice, going up to 12,000 per second, and, with good equipment, considerably higher," Mr. Rogers explained. "Our Magna-Stripe film easily can catch these upper reaches."

Mr. Rogers predicted that television continually will strive for improved sound quality, as quality in motion picture sound becomes better. He pointed out that Metro-Goldwyn-Mayer, Warner Bros., 20th Century-Fox, DeLuxe Labs and RKO all have been licensed by Soundcraft to use the Magna-Stripe process in making release prints of movies photographed by the Cinemascope technique, featuring wide-screen action and stereophonic sound. More and more theatres, Mr. Rogers said, are converting their existing projecting equipment to handle Magna-Stripe magnetic release prints.

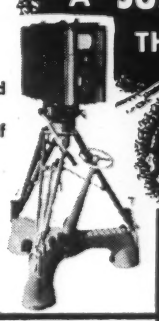
"The movies, using the old optical sound, found they could not compete with improved sound in the home coming from phonograph records and some tv programs," Mr. Rogers commented. "The situation was made worse for the movies by the fact that optical sound tracks, as the prints get old, pick up considerable dirt, fingerprints and scratches, all of which are reproduced as extraneous sound. Such blemishes affect magnetic sound very little, if at all."

Mr. Rogers turned to the "Oscar" on his desk, presented to Reeves Soundcraft by the Academy of Motion Picture Arts and Sciences last spring, and remarked:

"Our one aim in business is to improve sound—for all media of entertainment and communications."

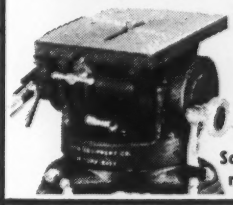
A STRIP of film that has been processed by the Reeves Soundcraft Magna-Striper is examined by Ernest W. Frank, the New York firm's chief engineer for development and research.

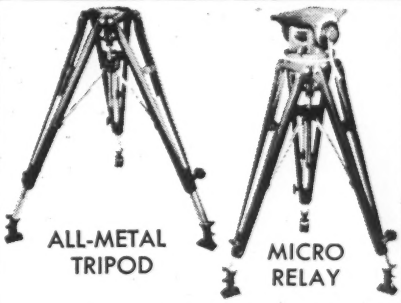
NOW... A SUPER LINE OF ACCESSORIES THAT SURPASS ACCEPTED STANDARDS—for STUDIO, MOBILE and MICRO-RELAY EQUIPMENT



Famous BALANCED TV Head supporting a TV camera. Both are mounted on one of our all-metal tripods, which in turn is mounted on a Ceco Spider Dolly. Here is a "team" outstanding for versatility and maneuverability in studio or on location.

New Model C BALANCED TV Head provides correct center of gravity in a FLASH— without groping. No matter what focal length lens is used on the turret, the camera may be balanced by the positioning handle without loosening the camera tie-down screw. Something every cameraman has always desired.





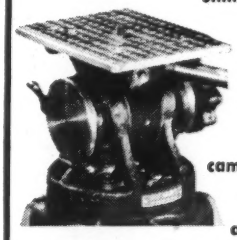
ALL-METAL TRIPOD

MICRO RELAY

Micro wave relay beam reflector head, also metal tripod. Head is perfect for parabolas up to 6 ft. diameter, withstands torque spec's environmental treated. Tripod legs work in unison, one lock knob, spurs and rubber foot pads included.

ROOFTOP CLAMPS

Secures tripod of camera or beam reflector to car top. Made of bronze and brass, with ball-type, yoke-swivel construction. A lot depends on roof clamps—that's why these are made with EXTRA care.



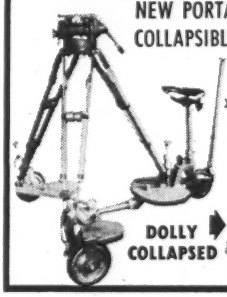
Similar to BALANCED TV head but much lighter in weight (only 20 lbs.), this new Professional Junior Spring head is ideal for Vidicon cameras weighing up to 25 lbs. Spring head tilt assures camera will return to neutral position when lever is in unlocked position . . . a wonderful safety factor.

MINI-PRO

New lightweight all-metal MINI-PRO Tripod fulfills a tremendous need—especially for Vidicon cameras weighing up to 8 lbs. Low height measures 33" and maximum height 57". Reversible spur and rubber cushions. Maximum leg spread 35°.

NEW PORTABLE 3-WHEEL COLLAPSIBLE DOLLY

Dolly folds to fit into carrying case—18"x12" x36". Weighs only 60 lbs. Has wheel in rear for steering, which may be locked for straight dollying.



DOLLY COLLAPSED

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Name_____ Title_____

Firm_____

Address_____

City_____ Zone_____ State_____

WLAC-TV BEGINS AS NASHVILLE'S 3RD VHF

WGTH-TV Hartford starts test patterns. KOVR (TV), WMTW (TV), WMVT (TV) set targets.

WLAC-TV Nashville (Old Hickory), Tenn. (ch. 5), the third vhf outlet there, was scheduled to begin commercial programming last Friday, increasing to 391 the number of tv stations operating. WLAC-TV, represented by The Katz Agency Inc., will be Nashville's basic CBS affiliate.

Reports from other stations:

WGTH-TV Hartford, Conn. (ch. 18), represented by H-R Tv Inc., started test pattern transmission last Thursday, Fred W. Wafenvoord, general manager, reported. Start of commercial programming is tentatively set for Aug. 15.

KOVR (TV) Stockton, Calif. (ch. 13), will present its inaugural program Sept. 6 from the stage of the California State Fair at Sacramento, Austin E. Joscelyn, general manager, announced. Serving northern California as a regional, KOVR is located 30 miles east of San Francisco and includes that city in its primary coverage area, the station said. Regular programming from its studios will begin Sept. 12, following a week's telecasts from the State Fair.

WMTW (TV) Poland, Me.-Mt. Washington, N. H. (ch. 8), expects to begin test patterns in three weeks, John H. Norton, vice president and general manager, reported. Assembly of the prefabricated transmitter building atop Mt. Washington started last week. WMTW will be affiliated with CBS and ABC.

WMVT (TV) Montpelier, Vt. (ch. 3), has set Sept. 7 as target date for start of telecasting, Stuart Martin, general manager, reported. Construction of the transmitter house is well along with the foundation laid, steel framework in place and the sides and roof now going up.

Birney Imes Jr., owner of WCBI Columbus, Miss., who early this month received a grant for ch. 4 there, expects to begin telecasting in early 1955, Bob McRaney, general manager, announced. The station plans to use live cameras and primarily film and kinescope programming at first. Negotiations for network affiliations now are in progress. Joseph H. McGillvra Inc., will be its representative.

Who's Scared?

THREE executives of WFMZ-TV Allentown Pa., agreed there was more than one way to reach the top in this television business. To prove same these officials scampered up the 500 foot tower to formally christen the WFMZ-TV antenna as well as to gain a birdseye view of the station's coverage area. Wielding the bottle of champagne is top man Raymond Kohn, station president. The other stout-hearted climbers immediately under him are Horace W. Gross, treasurer, and Daniel Houck, secretary. Below the straw-hatted trio are specialists of the antenna manufacturer and a photographer.

WTAC FLINT SOLD TO RADIO HAWAII

SALE of WTAC Flint, Mich., for $287,000 by Trendle-Campbell Broadcasting Corp. to Radio Hawaii Inc., subsidiary of Tele-Trip Policy Co., New York [B•T, July 12], was announced last week. Transfer is subject to FCC approval, and was negotiated by Allen Kander, radio-tv station broker.

Radio Hawaii owns KPOA Hawaii (5 kw on 630 kc). It was bought from J. Elroy McCaw and John D. Keating for $400,000 less than six months ago [B•T, March 29]. The Tele-Trip company specializes in aviation insurance. Radio Hawaii is headed by John M. Shaheen, president, and Finlay Hollinger, executive vice president. Mr. Shaheen is also president of Tele-Trip.

John R. McKinley, WTAC manager, will become vice president of Radio Hawaii and general manager of the Flint station, it was announced. WTAC operates on 600 kc with a power of 1 kw. It is affiliated with ABC. WTAC-TV began operating on ch. 16 in October last year but suspended operation in April [B•T, May 1]. Grant was surrendered to the FCC two weeks ago [B•T, Aug. 2].

Pioneers in Radio

George W. Trendle and H. Allen Campbell, owners of Trendle-Campbell Broadcasting Co., are pioneer radio broadcasters. Through Trendle-Campbell-Meurer Inc., Detroit, they owned and produced the *Lone Ranger, Green Dragon* and other program properties. The *Lone Ranger* was sold last week to Jack D. Wrather, Mrs. Mazie Wrather and John L. Loeb and associates (see story on page 70).

The Flint station has been in difficulty since April when the tv outlet ceased operating. A creditors' committee was formed and early last month recommended that creditors agree to the sale to Radio Hawaii [B•T, July 12].

WTVH-AM-TV Peoria Appoint Smith, Jawer, to Top Posts

APPOINTMENTS of Edward G. Smith as general manager and Robert L. Jawer as assistant general manager-sales manager of WTVH-AM-TV Peoria, Ill., were announced Aug. 1 by Henry P. Slane, president of licensee Hilltop Broadcasting Co. Additionally, John Leslie, acting general manager, was named local sales manager, and Robert G. Holben was appointed production manager, succeeding Donald G. Roper, who was promoted to program manager.

Mr. Smith formerly was general manager of WTCN-AM-FM-TV Minneapolis. Mr. Jawer was senior sales representative for WPTZ (TV) Philadelphia.

WTVH-TV hopes to increase power to 225 kw by Oct. 1. Plans also call for a new building, tower, an RCA 12.5 kw transmitter and equipment, and expansion in local programming.

Hoffman in New Post; WOR-AM-TV Realigns

IN A MOVE said to result from expectations of "greatly increased activities" at WOR-AM-TV New York, Gordon Gray, general manager of the stations, last week announced a realignment of staff functions, with Robert M. Hoffman, manager of research, advanced to the post of director of planning and development.

MR. HOFFMAN

Other changes announced by Mr. Gray involve Richard J. Jackson, business news editor of WOR-AM-TV, who has been promoted to manager of publicity for the stations, and Mary Jane MacDougall, publicity staffer, who has been advanced to press editor. Robert J. Sullivan will continue as manager of advertising and promotion. Under the realignment, Mr. Hoffman will direct and coordinate all publicity, promotion and research activities of WOR-AM-TV.

Mr. Hoffman has been with the stations for six years, Mr. Sullivan for two years, and Mr. Jackson and Miss MacDougall for less than a year.

It was pointed out by Mr. Gray that the move coincides with WOR going on 24-hour operation, WOR-TV expanding its daytime schedule, as well as with plans calling for increased activities on the part of the stations in the fall.

10-25% Rate Increases Announced by KNBH (TV)

WITH 90% of the coming fall season time already sold and with business and listenership at reported all-time highs, KNBH (TV) Hollywood, NBC o&o station, last week announced rate increases from 10 to 25%, effective Sept. 1.

Class AA time will increase to $2500 from $2000 for one hour. A half hour will be $1500. Class A one hour will be $1400, increased from $1215. Class B one hour is increased to $1225 from $1100, half hour, $725 from $660; Class C, one hour $825 from $750, half hour $475 from $450.

Both minute and 20-second station break rates increase to $575 from $480 for Class AA and $375 from $350 for Class A time. KNBH last raised rates in December 1953.

Bahakel Purchases WPLH

WPLH Huntington, W. Va., has been sold by Huntington Broadcasting Corp. for $50,000 to Cy N. Bahakel, it was announced last week by Allen Kander, Washington radio-tv station broker. Sale is subject to FCC approval. Mr. Bahakel is operator of WRIS Roanoke, Va.

HOUWINK NAMED WMAL GEN. MGR.

FREDERICK S. HOUWINK of the Booz, Allen & Hamilton consulting firm on Sept. 1 will become general manager of WMAL-AM-FM-TV Washington, owned by the Evening Star Broadcasting Co. He will succeed Kenneth S. Berkeley, vice president, who has resigned to enter radio station ownership in the South [CLOSED CIRCUIT, July 26].

John W. Thompson Jr., assistant city editor of the *Star*, has been elected president of Evening Star Broadcasting Co. He succeeds Samuel H. Kauffman, who had been president since 1938. Mr. Kauffman, president of Evening

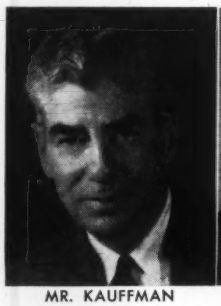
MR. HOUWINK

MR. BERKELEY

Star Newspaper Co., remains a board member of the broadcasting company.

Mr. Houwink's background includes 20 years of sales experience with Shell Oil Co. He is a native of St. Louis. During World War II he was chief of staff of the economic subcommittee of the Petroleum Industry War Council. He is married and has two children.

Mr. Houwink, 49, has spent nearly two years working with Storer Broadcasting Co. and NBC, directing management studies on behalf of Booz, Allen & Hamilton. He has just completed an extensive study of the WMAL stations



MR. KAUFFMAN

MR. THOMPSON

for Evening Star Broadcasting Co.

Mr. Berkeley, 56, has managed WMAL since its purchase by the Star in 1938, and had managed both WRC and WMAL Washington from 1926-38 under NBC ownership. He entered radio via WRC in 1923, having been a ham operator prior to World War I and an Air Force radio specialist during that war.

WNHC-TV Slates Power Boost

POWER INCREASE of WNHC-TV New Haven (ch. 8) to 316 kw will take place the end of August, it was announced last week by Aldo DeDominicis, general manager of Elm City Broadcasting Co., licensee of the station. WNHC-TV currently operates with 100 kw.

Necessary additional transmitter equipment is now being installed atop Gaylord Mountain in Hamden, Conn., Mr. DeDominicis said. The changes include a 50 kw picture amplifier and a 25 kw sound amplifier, as well as associated side band filters to prevent adjacent channel interference.

WGN-TV Previews Films

WGN-TV Chicago executives played host Thursday to nearly 150 advertiser, agency and station representatives at the *Chicago Tribune* outlet's third annual fall film festival.

Excerpts from 35 films made specially for television were seen by agency timebuyers and others at WGN-TV's audience studio in Tribune Tower. The films, edited and capsuled out of a batch of some 60 entities by the station's film department, were shown as a preview of fall availabilities from stocks of producers.

WBKB (TV)'s 'Half Nelson'

REALIGNMENT of its local daytime program slate, with addition of four or perhaps six new shows, was announced for WBKB (TV) Chicago last Monday by Sterling C. (Red) Quinlan, vice president in charge of the ABC o&o outlet.

Mr. Quinlan said such an integrated local schedule "takes advantages of the well-known weakness in network daytime programming" in the form of "soap operas, giveaway shows and heart-tugging get-rich-quickly programs."

Known as the "Half Nelson Plan," the project calls for children's and women's program fare to be alternated throughout the broadcast day, starting Sept. 13. New shows will include Tom Duggan, *Creative Cookery* and a dental program.

WCCO-TV Boosts Rates For AA-A, Extends C

RATE INCREASE by WCCO-TV Minneapolis for Class AA and A time periods and an extension of Class C time have been announced by F. Van Konynenburg, executive vice president. Under the new schedule, the five-minute one-time Class AA rate is $330 compared to $297 on the old schedule, with the charge for Class A time increased from $242 to $270. A one-minute or 20-second announcement, one time, in Class AA has been boosted from $220 to $275; for Class A from $180 to $225.

Class C time will now cover sign-on at 5:59 p.m., Monday through Saturday, an extension of 30 minutes; sign-off at 11 p.m., Monday through Sunday, extended 15 minutes, and sign-on at 12:59 p.m., Saturday and Sunday, the same as before. The new rates, effective Sept. 1, amend Rate Card No. 7.

Lloyd Pixley Dies; WLOK-AM-TV President

LLOYD A. (BUTCH) PIXLEY, 54, majority owner and president of WLOK-AM-TV Lima, Ohio, died July 31 in Columbus after a long illness. Funeral services were held in Columbus Aug. 1.

MR. PIXLEY

Mr. Pixley formerly was co-owner with his father of WCOL Columbus, selling the station several years ago to acquire control of WLOK. The Pixley name was linked with Ohio's early radio history, the elder Pixley having started the old WBAV Columbus in 1922 to provide a market for radio sets his merchandising business was selling.

At Ohio State U. he captained the first football team to play in the 85,000-seat stadium. A guard, he played with the famed Chick Harley. After graduation in 1923 he entered his father's appliance business, later joining General Electric Supply Co. as district manager headquartering in Detroit.

He established his own electric supply firm in Columbus as Westinghouse jobber after leaving GE. During World War II he was interim general manager of Fort Industry Co. stations while Comdr. George B. Storer, president, was in Navy service and J. Harold Ryan, executive vice president, was serving in Washington as assistant director of censorship. At the time Mr. Pixley was secretary of Standard Tube Co., a Storer holding.

He became president and co-owner of WCOL Columbus in 1944. Other interests included electric supply firms in the Columbus area and Brightman Mfg. Co.

Surviving are his wife, Martha, and three sons.

Coelos Leaves KONA (TV)

ROGER M. COELOS, manager, KONA (TV) Honolulu, has resigned with future plans to be announced. Mr. Coelos took the Honolulu station managership earlier this year, moving from assistant general manager of WTTG (TV) Washington [B•T, Feb. 15]. He joined the Allen B. DuMont Labs in 1942 and served in various executive positions at WTTG since 1947.

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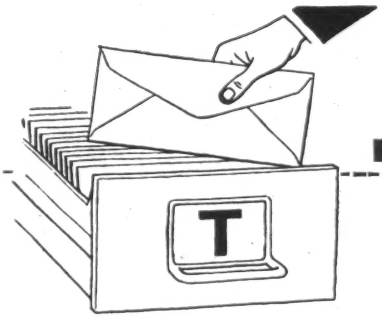


LIVE ITEMS FROM OUR MORGUE

Truck Driver Rescues 10 from Monoxide Gas

ANGELES—Tradegy ... Driver Harley

Police Laud Truckman For Life-Saving Feat

BALTIMORE—A Virginia ...

Truck Driver Rescues Motorist, Wife, Baby; Tows Car 30 Miles

SOUTH BEND, Ind.—... Mavis Forwardi... receipt...

St. Paul Truck Driver Honored for Rescue

ST. PAUL—A St. Paul truck drive... has been named "Driver of the ... for Feb...

Iowa Truck Driver Honored for Rescue Of Another from Flaming Wreckage

DES MOINES—Marvin Myer, 31-year-old driver for Bruce Motor Freight, Inc., this city, ... selected Iow... Sparks into his ...

Four Truck Drivers Sav... From Death in Flaming ...

Driver Who Risked His Life to Prevent Highway Crash Honored in Minnesota

... ST. PAU... Four ... Mr... of the c...

Fund Started for Family Of Truckman Who Gave Life To Avoid School Bus Crash

BUFFALO—A coordinated ... drive is unde...

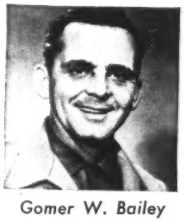
Driver Rescuer of 10 from Death by Gas Receives Triple Honors at Luncheon

LOS ANGELES ... truck driver of m... behind the wheel, ... true Samaritan of ... people from death b... ceived triple honor... an overflow lunch... supervisors and sa...

Motorists in Crash Laud Truck Driver For Heroism in Averting Possible Deaths

FLINT, Mich.—Expressions of gratitude and commendation" for Mr. ... driving skill. Mr. Coombe ... and skillful driv... ited. I think an... the safety, tradit... company in the... did should have... to the attention ... Mr. Coombe r... tion be taken a...

Heroism is a habit with truck drivers!



Gomer W. Bailey

● Gomer W. Bailey, of Denver (who won the trucking industry's 1954 title of "Driver of the Year" for a heroic rescue climaxing 13 years of safe driving), would be the first to admit he had plenty of competition for the title.

The clippings shown above are just a few gleanings from the record of heroism consistently being made every month by intercity truck drivers. For every Gomer Bailey, there have been scores of unsung heroes of the road who have quietly and efficiently aided the motoring public in time of need.

If these clippings prove anything, it's this: In addition to being America's *safest* drivers, intercity truck drivers have earned an enviable reputation as Good Samaritans of the highway.

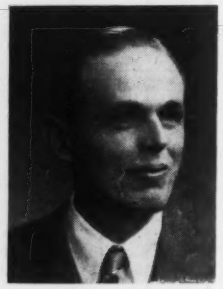
Jack Cole

President
American Trucking Associations

AMERICAN TRUCKING INDUSTRY / **American Trucking Associations**
Washington 6, D.C.

Robert Maslin Jr. Named WFBR President

ELECTION of Robert S. Maslin Jr., vice president in charge of advertising and promotion, WFBR Baltimore, as president of that station was announced last week by the board of directors of The Baltimore Radio Show Inc., station licensee.



MR. MASLIN

Mr. Maslin, 49, also served as secretary of the company and has been associated with WFBR since 1931. He succeeds his father, who died last month. Rosalie Cain McComas, secretary to Robert B. Jones Jr., vice president and general manager, has been elected to the post of company secretary replacing Mr. Maslin. She has been with WFBR since 1935.

STATION SHORTS

WGAR-AM-FM Cleveland will broadcast the Cleveland Brown's 1954 football games, according to the station.

WWDC Washington, D. C., designated radio information center for American Legion Convention scheduled later this month, station reports.

KSTP-AM-TV Minneapolis-St. Paul signs Paul Giel, former Minnesota U. All-American football player and property of the New York baseball Giants, for series of radio-tv performances, station reports.

The best way to sell the KANSAS FARM MARKET

use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW, WIBW-TV, KCKN

Rep. Capper Publications, Inc.

Castro's Color Spot

WHAT was hailed as the first local commercial live color tv spot was broadcast Friday—at 2 p.m.—by WNBT (TV) New York for Castro Decorators Inc., through Newton Adv. Agency. Bernadette, the the little girl who has become the Castro trademark, was featured in the historic commercial, order for which was placed by Castro in March, reserving time for a local color spot on WNBT when facilities were available.

Carpenter Retires at WHK Ending 29 Years in Radio

H. KENNETH CARPENTER retired last week as vice president of WHK Cleveland after 20 years as head of the station. His retirement marked 29 years in radio.

Mr. Carpenter, now 60 years of age, will continue his civic activities, including service on boards of Baldwin-Wallace College, St. Louie's Hospital and the Methodist Church of the Saviour. He is a member of the Cleveland Chamber of Commerce, Mid-Day Club, Union Club, Scottish Rite, Al Koran Shrine and has held numerous offices in these and other organizations.

MR. CARPENTER

He entered radio in 1925 via WEAR Cleveland, owned by Goodyear Tire & Rubber Co., while serving as manager of the Goodyear Industrial University, Akron. He later managed WPTF Raleigh, N. C., and was elected to the board of the old NAB in 1930, serving six years. He returned to Cleveland in 1934 as WHK manager.

Mr. Carpenter was quoted in the *Cleveland Plain Dealer* Wednesday as saying the broadcasting business "has become too strenuous." He anticipates "tough" competition for radio and says the mixture of vhf and uhf television "simply doesn't work" because "you can't mix the two successfully."

REPRESENTATIVE APPOINTMENTS

WMVT (TV) Montpelier, Vt., which expects to begin operation by mid-September, has appointed Radio Time Sales Ltd., Montreal, as Canadian sales representatives.

KAVR Apple Valley, Calif., names Arthur W. Chipman Radio-Tv Representatives, L. A., to represent station in that city's area.

WNET (TV) Providence, R. I., appoints R. C. Foster, Boston, as New England representative.

WTWO (TV) Bangor, Me., appoints R. C. Foster, Boston, as New England representative.

KBIS Bakersfield, Calif., appoints Adam J. Young Jr. Inc., N. Y., as representative for New York, Chicago, St. Louis and Los Angeles, and Daren F. McGavren Co., San Francisco, for that city.

REPRESENTATIVE SHORTS

Radio Representatives Ltd., Toronto, moved to 25 Adelaide St. West. Phone: Empire 8-2381.

Venard, Rintoul & McConell, N. Y., station representative firm, moves Aug. 15 to larger quarters on eighth floor of 579 Fifth Ave.

STATION PEOPLE

Martin Umansky, sales manager, KAKE Wichita, named general manager, KAKE-TV, expected to begin operations in fall; **Harold H. Newby,** chief engineer, KAKE, named chief engineer for tv operation.

MR. UMANSKY

MR. NEWBY

James Lynch, formerly with Decca Records Inc., N. Y., to WVDA Boston as account executive.

Winston S. Dustin, formerly vice president, WNOE New Orleans and KNOE Monroe, La., to WAPO Chattanooga, as director of national and regional sales.

J. Harry Callaway, assistant manager, WORD Spartanburg, S. C., to WSPA there as regional sales director.

Dave Lewis, production manager, WTTV (TV) Bloomington, Ind., promoted to news director; **Jerry Danziger,** program director, WTSK-TV Knoxville, to WTTV succeeding Mr. Lewis in addition to supervising the sales service department.

MR. LEWIS

MR. DANZIGER

Garfield Fox, account executive, World Broadcasting System, N. Y., to KFGO Fargo, N. D., as commercial manager.

MR. MOLER

John Moler, sales staff, WKY Oklahoma City, promoted to local radio sales manager; **Ross Cummings,** news editor, *Holdenville Daily News,* Holdenville, Okla., to WKY news staff.

Mel Jensen, formerly head of own advertising agency, to sales staff, WMIN-TV Minneapolis-St. Paul.

Sam T. Johnston, account executive, WKRC-TV Cincinnati, transfers to WTVN Columbus (formerly WHKC) as sales manager; **Ed Kennedy,** sports director, WKRC, additionally appointed program director; **Roy Gilligan,** announcer, WKRC, appointed chief announcer.

Milo J. Hawley, formerly photography director, WXYZ-TV Detroit, to KOVR (TV) Stockton, in same capacity; **Woodi Fisher,** free lance artist, named art director.

MR. McENIRY

John McEniry, sales manager, KIMN (formerly KFEL) Denver, to KLZ, same city, as assistant radio sales manager.

Bob Vandeventer, WFAA Dallas, Tex., to announcing staff, WBAP - AM - FM - TV Fort Worth.

Dorothy Levine, traffic dept., Television Writers of America, to script dept., WHLI Hempstead, N. Y.

Ann Mowris, publicity dept., WHAM Rochester, N. Y., to personnel dept., NBC, New York.

Fred Beck, Hollywood publicist-personality, to KABC same city as host-m.c., *The Beck Block* program.

Stuart Wilson, management consultant and disc m.c., John Poole Broadcasting Co., Fresno, Calif., returns to KBIG Avalon, Calif., to resume daily *Are You Listenin'* program.

June Bentley, radio singing star, signed 52-week contract for five nightly programs weekly on WICS (TV) Springfield, Ill.

C. M. Conner, commercial manager, KTVA (TV) Anchorage, Alaska, resigns to enter advertising agency field in U. S.

Ernest Kurlansky to KGMB Honolulu.

Gerald L. Kirby, account executive, WEEI Boston, resigns to open own food product demonstration firm.

Bill Shiel, sports director, ch. 39 WTVO (TV) Rockford, Ill., to WREX-TV same city, in same capacity.

James R. King, formerly WEBC sales manager, Duluth, Minn., to WDBQ-AM-FM Dubuque, Iowa.

Benedict Gimbel Jr., president and general manager, WIP Philadelphia, honored by Pennsylvania Chiefs of Police Assn. for public interest programs presented on that station since January 1953.

Hilda Weaver, conductor, *Mailbag Club* program, WLW Cincinnati, featured as one of "America's Interesting People" in August issue, *The American Magazine.*

Virginia Renaud, educational director, WBBM Chicago, to address Catholic Audio-Visual Educators convention at Conrad Hilton Hotel, there, Aug. 11 on "Curriculum and Radio and Tv Programs."

Dunlap Sims, directing staff, WSBT-TV South Bend, Ind., and Madge Rohn married.

Marion Roberts, WBEN-TV Buffalo, N. Y., to WRGB (TV) Schenectady; **Grant Van Patten,** tv director, WRGB, father of boy, Peter Grant, July 23.

Paul Audet, production manager, WUSN-TV Charleston, S. C. (target date Sept. 26), father of girl, Barbara Anne.

Ann Rogers, director of women's programs, WHAM Rochester, N. Y., mother of girl, Claudia Joan.

Edwin B. Squires Jr., 62, formerly director and announcer, WJAX Jacksonville, Fla., and known as the "Globe Trotting Announcer," died July 25.

Get IDECO planning and design too . . . make certain YOUR tower is engineered to stand the test of time and weather!

INVEST YOUR TOWER DOLLARS

Don't just SPEND them!

Your contract for an Ideco tower is a wise investment . . . an investment in years of Ideco experience in the design and planning, fabrication and erection of time-proven towers for television and radio.

You also buy peace of mind when you specify Ideco, for capable Ideco engineers will competently assume all your tower problems from foundation to top beacon. As a part of the job, they'll even take over the installation of antenna and accessory equipment . . . make a thorough final inspection . . . and you'll be completely protected by insurance all the way. All this is your assurance that your Ideco tower is a secure investment that will keep your station on the air year after year . . . even under the most punishing climatic conditions.

Ideco has been building transmitting towers since the nineteen-thirties, pioneered *triangular* design when broadcasting was in its infancy. Based on accumulated experience, each Ideco tower part is shop-fabricated to precise tolerances . . . with pre-determined stresses . . . for fast, safe, easy erection. And every part is Hot-Dip galvanized to prevent rust.

If a 300′ to 620′ tower will serve you . . . The new VIDECO* tower "package" can save you time and money . . . get you on the air profit-making weeks sooner! Delivery to your site can be made within 4 to 6 weeks . . . and Videco can accommodate *any* UHF antenna or *any* VHF 3 to 5 bay low band or 3 to 6 bay high band antenna.

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Get ALL the facts about your Ideco Tower Investment . . . ask your Equipment Supplier, or call on Ideco.

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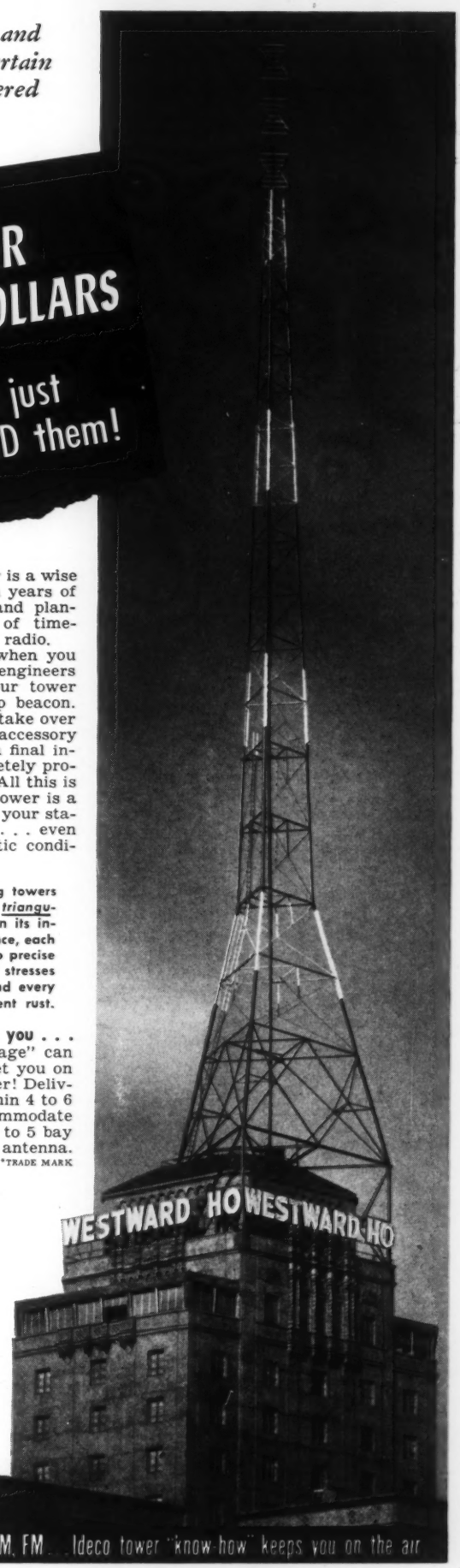

Tall or short . . . for TV, Microwave, AM, FM . . . Ideco tower "know-how" keeps you on the air

CBS RADIO TO HUDDLE WITH AFFILIATES

Sept. 1-2 sessions in Chicago to unveil plans for 1954-55 season. Though not mentioned in network's invitation, it's expected the 20% rate cut this fall will be discussed.

EXECUTIVE personnel of all CBS Radio affiliates have been invited to meet with officials of the CBS Radio Network Sept. 1-2 at the Edgewater Beach Hotel, Chicago. [CLOSED CIRCUIT, July 19].

Invitations, described as "a unique gesture of good will," were signed by Adrian Murphy, president of CBS Radio, and Kenyon Brown, president, KWFT Wichita Falls, Tex., chairman of the board of directors, CBS Radio Affiliates. The two-day meeting is to be sponsored jointly by the affiliates organization and the radio network.

Invitation, announced today (Monday) by Messrs. Murphy and Brown, reads:

"You are cordially invited to attend a new kind of radio meeting, whose purpose is both pleasure and profit. In a spirit of amity unique in our industry, there will be a presentation by the network on 1954-55 programming, advertising and promotion—the materials which with enthusiastic cooperation by the network and the stations will help us get the fall season off to a good start.

"New this year, this is planned to be a high-level meeting on radio management matters to be attended by station owners and managers as well as network executives.

"Although the agenda is designed for owners, managers and sales promotion personnel, your other department heads might benefit greatly from this meeting. You may wish to have them attend and we will be delighted to have them."

Rate Talk Possibility

Although not mentioned in the invitation, a major topic of the station-network management meeting is certain to be the 20% rate cut which CBS Radio plans to effectuate this fall. According to terms worked out by the network and the CBS Radio Affiliates Committee early in June [B•T, June 7] and subsequently ratified by the affiliate stations individually, the affiliates authorized CBS Radio to adjust its "night costs to advertisers to approximately premium day costs" and agreed to accept from the network a 20% reduction in compensation. On its part, the network agreed to make 70-second breaks available on "certain commercial programs at night."

Agreement was handled as an amended extension of the previous network-station agreement from the termination date of that pact for another year, Aug. 25, 1954, to Aug. 24, 1955. As the earlier agreement prohibited CBS Radio from making any further reduction in costs to advertisers, the proposed reduction cannot be put into practice before Aug. 25.

CBS Radio has as yet made no announcement of the new discount structure for its nighttime periods by which the reduced cost to advertisers will be made effective, but it is understood that the network's salesmen are discussing it with prospective sponsors, so presumably it will be instituted before the fall-winter broadcasting season gets underway in October.

Meeting will open at 1:30 p.m., Sept. 1 for a full afternoon session on sales, promotion and publicity, with top CBS Radio executives participating, the announcement said. The following morning two separate sessions will be held concurrently, one for station owners and managers on management matters and one for the promotion people.

Social high point of the two-day meeting will be the banquet on the evening of Sept. 1, when CBS Radio will present to its affiliates some of the top-ranking talent it has lined up for the coming season. Among the performers to appear are Edgar Bergen and Charlie McCarthy, Robert Q. Lewis, Peter Lind Hayes and Mary Healy, the McGuire Sisters of the Godfrey programs, Hal Leroy and Mahalia Jackson.

Response from affiliates indicates that most of the CBS Radio stations will be represented by a number of top officials and their wives, Mr. Brown reported. All of the key officials of the network plan to attend.

'Medic' Show to Round Out NBC-TV Monday Night Slate

SERIES of dramatizations of medical case histories, titled *Medic,* will be presented on NBC-TV on three out of four Mondays, 9-9:30 p.m. EDT, starting Sept. 13. Program will be sponsored by the Dow Chemical Co., Midland, Mich., through MacManus, John & Adams, Bloomfield Hills, Mich., and will be carried with the official endorsement of the Los Angeles County Medical Assn.

The series is said to be the first major program on radio or television to be sponsored solely by the Dow Chemical Co., manufacturer of Saran-Wrap. Leland I. Doan, president of Dow, commented that *Medic* appeared to be a program that is "as worthwhile educationally as it is entertaining dramatically" and expressed the belief that it "will set a new standard of television programming."

Worthington B. Miner will be executive producer of *Medic.* The series was created and is being written and supervised by James Moser.

The program will be scheduled three out of four weeks, coming on immediately after the new full-hour Sid Caesar show. Every fourth week, both *Medic* and the Caesar show will give way to the "spectaculars" produced by Leland Hayward.

'Go to Game' Drive

GENE ACCAS, director of sales promotion for the ABC Radio Network, has received the additional assignment to head a five-man ABC task force for a 39-week "Go to the Game" campaign on ABC's 361 radio and 201 tv affiliates. Drive is to be conducted in connection with the National Collegiate Athletic Assn. award to ABC-TV of its 1954 fall football schedule and a subsequent 26 weeks of winter and spring sports telecasts [B•T, Aug. 2].

Project, announced by Robert H. O'Brien, ABC executive vice president, is part of the information campaign outlined in the ABC-TV proposal in its successful bid for the tv rights for the NCAA gridiron games.

CLIFFORD ELECTED NBC ADM. VICE PRES.

JOHN M. CLIFFORD, NBC vice president in charge of personnel, has been named administrative vice president, it was announced Wednesday by Robert W. Sarnoff, NBC executive vice president. In his new capacity, Mr. Clifford will have administrative responsibility for all NBC operating and staff activities. Robert E. Shelby, vice president and chief engineer; William S. Hedges, vice president in charge of integrated services; George D. Matson, controller, and Lowell B. Jacobson, director of personnel, will all report to Mr. Clifford. He will report to Mr. Sarnoff.

MR. CLIFFORD

Joining the legal staff of the RCA Victor Division of RCA in 1943, Mr. Clifford became assistant general attorney in 1947, assistant director of personnel in 1951 and director of personnel in March 1953. In June 1953 he became an NBC vice president.

Extravaganza Talent Added

SIGNING of eight entertainment personalities to appear in the first three one-hour musical and melodramatic extravaganzas to be presented on CBS-TV Thurs., 8:30-9 p.m. EST, starting Sept. 30, was announced last week by the network. Under the sponsorship of the Chrysler Corp., the series consists of a once-a-month musical show, titled *Shower of Stars* and the three-a-month dramatic program, called *Climax.* In chronological order of their presentations, the personalities signed are Betty Grable, Mario Lanza, Harry James, Dick Powell, Teresa Wright, William Demarest, Ethel Barrymore and Dennis O'Keefe.

CMA-TV Joins CBS-TV

CMA-TV Havana (ch. 2) has joined CBS-TV as a primary affiliate, it was announced last week by Herbert V. Akerberg, network vice president in charge of stations relations. The station is owned and operated by Telemundo, S. A.

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NBC-TV to Colorcast Army Showing of Tv's Wartime Use

FIRST public demonstration of the use of television in warfare will be conducted by NBC-TV Wednesday (11-11:30 a.m. EDT) when it presents a color telecast of a field exercise from Ft. Meade, Md.

The telecast, which is designed to give commanders a view of front-line operations, will be staged by the Army Signal Corps with the cooperation of RCA and NBC. Participating in the program will be Gen. Matthew B. Ridgway, Chief of Staff, U. S. Army; Lieut. Gen. Floyd L. Parks, Commander, Second Army; Maj. Gen. George I. Back, Chief Signal Officer, U. S. Army, and Brig. Gen. David Sarnoff, chairman of the boards of RCA and NBC.

The field exercise will include a water-crossing operation and an assault on an "enemy-held" position. Televised information from the "battlefield" will be relayed to a "command post of the future," for viewing by the regimental commander. The "eyes" of the operations will be experimental combat television equipment, consisting of portable cameras in the hands of Signal Corps personnel accompanying the assaulting troops.

McCarthy, Associates Form Racing Network

FORMATION of the Thoroughbred Broadcasting System, national radio network devoted exclusively to broadcasting of horse races from major U. S. tracks, was announced today (Monday) by veteran sportscaster Clem McCarthy and four associates.

MR. McCARTHY

Mr. McCarthy will handle the on-the-spot broadcasting along with Phil Sutterfield, WHAS Louisville, who also is one of the stockholders. The first pickup of the network will be from New York's Belmont Park Sept. 28, with a race to be broadcast every Tuesday, Thursday and Saturday.

Line charges to all affiliates will be pegged at a definite figure, following a survey to determine mileage from pickup points at Miami, New York, Louisville and Chicago to the stations. The talent charge to each station will be low, Mr. McCarthy said. Headquarters for the network is at 315 Coleman Bldg., Louisville.

DTN Promotes Marge Kerr

MARGE KERR, manager of new program development for the DuMont Tv Network, has been appointed an account executive for the network, Gerry Martin, sales manager of DuMont, announced. This marks the first time in the history of the network that a woman has been named as a sales account executive, he said.

WGR-TV Signs With DTN

WGR-TV Buffalo, N. Y., on ch. 2, has signed an affiliation agreement with DuMont Tv Network, Elmore B. Lyford, DuMont director of station relations, announced last week.

ALFRED P. SLOAN (r), General Motors Corp. board chairman, is greeted by Robert W. Sarnoff, NBC executive vice president, during Mr. Sloan's visit to NBC's studios in New York, where he previewed 35mm and 16mm color films to be shown on NBC's upcoming *American Inventory* series. The fall series is produced under a grant from the Alfred P. Sloan Foundation, in cooperation with NBC, to explore strategic areas of educational television.

CKLW-TV Signs with DTN

AFFILIATION of CKLW-TV Detroit-Windsor (ch. 9) with the DuMont Television Network, effective with the start of commercial operations on Sept. 1, was announced last week by Elmore B. Lyford, director of station relations for DuMont. CKLW-TV is owned by the Western Ontario Broadcasting Co.

MBS Sets Plans on ND Slate

SCHEDULE of Notre Dame U. football on MBS this fall, was announced last week by the network. The broadcasts cover ten games between Sept. 25 and Dec. 4 and will be offered for local cooperative sponsorship.

NETWORK PEOPLE

John H. Curtis, research dept., ABC-TV, appointed presentations writer, ABC-TV sales development.

Fred MacKaye signed as director of NBC Radio *Lux Radio Theatre.*

Hamilton Shea, general manager, NBC, elected vice president of New York City Control of the Controllers Institute of America.

Larry Lesueur, CBS Radio correspondent at UN, represented nation's radio and tv correspondents at First Army's symposium on press censorship Aug. 6 at Fort Slocum, N. Y.

Paul Harvey, ABC news commentator, began five-state speaking tour at six events last week with appearance at Veterans of Foreign Wars National Convention in Philadelphia.

Red Barber, CBS sports counselor and sportscaster for New York Yankees on WINS and WPIX (TV) New York, is author of *The Rhubarb Patch—The Story of the Modern Brooklyn Dodgers,* published Aug. 3 by Simon & Schuster.

Rex Koury, musical director, ABC Western Div., and his orchestra begin engagement at Cocoanut Grove in Ambassador Hotel, L. A., Aug. 25.

EDUCATORS PRAISE TV'S HELPING HAND

Conventions last week in Chicago, in conjunction with sessions of the National Audio-Visual Assn., stress power of television.

"LOOSE TALK" by educational tv proponents has helped give rise to opposition by certain teachers to that medium and the fear that video will some day replace them in their jobs, audio-visual specialists were told in Chicago last week.

In another vein, it also was said that tv can prove an invaluable teaching aid in the classroom and educators should make greater use of it and other modern instructional techniques.

These opinions highlighted a series of six separate conventions held concurrently with that of the National Audio-Visual Assn. at the Conrad Hilton Hotel July 31-Aug. 4. Upwards of 3,500 specialists attended the conventions.

In one of the conventions, held by the Educational Film Library Assn., Jack K. Rimalover, Educational Testing Service, scored the fear of some teachers that television will compete for their jobs. Noting that many teachers oppose educational film and television, he claimed that "a great deal of this opposition . . . has arisen as a result of the loose talk and the daydreaming of some of the proponents of educational television who have urged that film and the kinescope completely take over the teacher's job."

In a talk before the Catholic Audio-Visual

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Educators Assn., Samuel Cardinal Stritch, Roman Catholic Archbishop of Chicago, urged teachers to make greater use of audio-visual aids. He told 700 members that "if St. Francis of Assisi were alive today, he would be using movies, tape recorders and television" to help spread the word of the Franciscan Order which he founded.

Two Catholic educators predicted that, with the spread of educational tv stations and programs, television will gain greater reception in classrooms. Within five years, every parochial school will have a tv receiver, it was prophesied by the Rev. Michael Mullen, St. John's U., Brooklyn, and Rev. Louis Gales, St. Paul.

Programming Scored

Commercial tv fare came in for criticisim too, in a Catholic group panel session on educational tv programs.

The panel included Virginia Renaud, education director, WBBM-TV Chicago, who discussed script and personnel requirements, and Norbert Hruby, Loyola U. The latter chastised certain commercial tv programs for improperly emphasizing violence, and also lauded other network shows as fit to be recommended to students.

Jack E. Lewis, Lewis Film Service, was elected president of the National Audio-Visual Assn. for the coming year. Among exhibitors at the NAVA convention were Ampex Corp., Ampro Corp., Broadcasting & Film Commission, Coronet Films (which celebrated its 15th year in the field of educational films with a dealer banquet), Walt Disney Productions, Encyclopaedia Britannica Films, International Radio & Electronics Corp., Jam Handy Organization, Motion Pictures for Television Inc., RCA, TelePrompter Corp., and United World Films. New equipment, including filmstrip projectors by Bell & Howell, were introduced during the meet, which closed Wednesday, along with the other audio-visual conventions.

Emerson Grants Given KQED (TV), WHA-TV

EDUCATIONAL tv has progressed remarkably but it still needs financial and moral support from the general public as well as other sources, Benjamin Abrams, president, Emerson Radio & Phonograph Corp., said Thursday in presenting checks for $10,000 each to KQED (TV) San Francisco and WHA-TV Madison, Wis. They are the fourth and fifth educational tv stations to qualify for awards under the terms of the Emerson $100,000 educational tv grant providing for gifts of $10,000 to each of the first ten noncommercial educational tv stations to get on the air in the U. S.

"Despite the many barriers that have been placed in their paths, educational tv stations are now operating on five of the 242 noncommercial channels allocated by the FCC for this purpose," Mr. Abrams said. "This is a tremendous step forward but it has been made possible only by the combined support of civic and educational leaders and the general public in each of the five areas."

It will take similar support in other communities to get educational stations on the air there, Mr. Abrams commented, warning that powerful commercial interests are endeavoring to get channels allocated for educational use.

EMERSON Radio & Phonograph Corp. grant of $10,000 to educational WHA-TV Madison, Wis., is accepted by Harold B. McCarty (l), director, Wisconsin State Broadcasting Service, and Professor H. L. Ewbank, chairman, State Radio Council.

Dr. Griswold Urges Churches To Use More Radio-Television

WIDER use of radio and television by church groups was urged last week by the Rev. Dr. Clayton T. Griswold, executive director of radio and television of The Presbyterian Church, U. S. A., in a talk before the 17th general council of the World Presbyterian Alliance meeting in Princeton, N. J.

"For the church of 1954 not to make extensive use of radio and television would be as unthinkable as if St. Paul refused to travel in ships or Luther and Calvin had looked down on the printing press as unworthy of their use," Dr. Griswold declared.

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TWA GIVES UP NETWORK STRIKE

STRIKE by the independent Television Writers of America against NBC-TV, CBS-TV and ABC-TV was called off last Tuesday amid reports that TWA was considering joining forces with other writer groups. (See story below.)

TWA said in a statement that it had found that "the efforts of our members alone were not enough to win a strike," adding that "the lack of support from other writers caused a stalemate." The union, which claims to represent a majority of free-lance tv writers, called the strike July 21, seeking a union shop contract from the networks and a rise in pay for half-hour and one-hour tv scripts [B•T, July 26].

Although the Authors League of America and TWA have been involved in a constant tug-of-war for the past two years for jurisdiction of free-lance tv script writers, a TWA spokesman in New York told B•T that meetings are going on with a view toward unity. It has been the objective of the Authors League to bring all writers of motion pictures, radio and television into one division of the league.

Welfare, Pension Plan Major AFTRA Contract Goal

RADIO and television networks will be asked for a 20% increase in basic fees during upcoming negotiations with the American Federation of Television and Radio Artists in November, although the major contract goal will be a non-contributing welfare and pension plan.

AFTRA's demands on the networks were elicited by B•T from various sources last week following the union's convention in Detroit at which the welfare-pension plan proved to be the major topic of discussion [B•T, Aug. 2]. AFTRA will press for other "fringe" benefits, including increase in rehearsal rate, longer and more frequent rest periods during rehearsals and earlier delivery of scripts, but it is reported that the union is prepared to relax these and wage demands to effectuate a welfare-pension plan.

It was reported that AFTRA also will ask for a $30 per week increase in minimum staff announcer rates, which would place base pay at $165, except in Chicago where the unit system, under which a number of commercials are given without extra talent fees, would raise it to $180.

TWA-SWG Merger Proposal Must Wait SWG Board Meet

ACTING on a proposal by Television Writers of America, in which western regional President Ben Starr asked that private discussions take place between himself and Screen Writers Guild President F. Hugh Herbert on unification of the two groups, must wait two weeks until the SWG board meeting in Hollywood. Mr. Herbert replied that last week's proposal came after developments in which the newly-formed Writers Guild of America, overall organization of SWG-Tv writers group and Radio Writers Guild, filed a petition in New York with NLRB asking jurisdiction over writers for live video.

Filing came the day after TWA called off a strike against the major networks, blaming lack of active support from other writers for failure. SWG explains, however, strike-end had nothing to do with filing date, but that one year had elapsed last Wednesday since TWA certification as bargaining agency for live tv writers.

the minimum period before a new election could be asked.

Local NLRB officials say if all interested parties (TWA, SWG-WGA and three major networks) file no protest, jurisdictional question can be determined in less than two months. However, if any single party objects, repetition of last year's prolonged hearings can be expected.

TWA has always favored a single tv writers union, Mr. Starr told B•T, which prompted his proposal to Mr. Herbert after WGA move. Mr. Starr said Mr. Herbert at first agreed to meeting but later notified him he would have to consult SWG board.

NLRB Examiner Resumes AFM, AFTRA Hearing

THE National Labor Relations Board hearing was continued in New York last week on a dispute between American Federation of Musicians and American Federation of Television and Radio Artists over talent jurisdiction. Initial testimony was taken in Chicago on July 16 and hearing resumed in New York last Wednesday, with the proceedings expected to extend through this week.

Several witnesses for AFM appeared before Examiner I. L. Brodwin on Wednesday and testified it has long been the practice for musicians to speak lines of dialogue on shows, claiming this constituted only "incidental service." AFTRA witnesses took the stand, starting last Wednesday afternoon, and made the point that even "incidental service" by musicians is not countenanced by the AFTRA code, except in sustaining programs.

The hearing is the climax of a long-smoldering feud between AFM and AFTRA, with the latter insisting that speaking musicians must join its union and AFM forbidding it. It was called on request of ABC for "clarification" when a dispute arose over whether the singing team of Homer & Jethroe, appearing on ABC's WBKB (TV) Chicago, should join AFTRA.

SAG, AFTRA Parley Reported 'Harmonious'

A TWO-DAY Hollywood conference last week between the American Federation of Television & Radio Artists and Screen Actors Guild representatives have produced "harmonious" results, beyond which neither side will commit itself. AFTRA President George Heller, accompanied by AFTRA counsel Henry Jaffe, conferred with SAG President Walter Pidgeon, Executive Secretary John Dales Jr., Tv Administrator Kenneth Thomson and counsel William Berger.

Both sides were close-lipped, but admitted discussions included problems involving jurisdiction in Video Tape Recording, possible CBS entry into tv filming [B•T, July 26] and closed-circuit kinescope actors.

NLRB Ruling Bars Pickets

RULING by a National Labor Relations Board trial examiner in New York last week barred Local 802, American Federation of Musicians, from picketing origination points of broadcasts of WINS there away from its studios. Union had installed pickets at Yankee Stadium and Eastern Parkway Arena on March 30 after calling a strike at WINS, but had removed them on May 26 in compliance with a temporary injunction issued by the U. S. District Court for the Southern District of New York [B•T, May 31].

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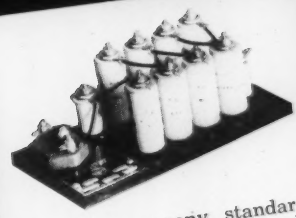

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PHILCO ANNOUNCES 21" COLOR TV TUBE

Election of Balderston as board chairman and Carmine to Philco presidency takes place prior to annual distributors convention in New York.

DEVELOPMENT of a 21-inch color tube by Philco research laboratories was revealed Monday by James H. Carmine, newly-elected president of Philco, during the company's annual distributor convention, held last week at New York's Waldorf-Astoria Hotel. Philco's 1955 radio and tv receiver lines were presented to the distributors during the meeting, where the company's first line of phonographs was also introduced.

Mr. Carmine, with Philco for 31 years and for the past five as executive vice president, was elected president of the company at a meeting of the Philco board of directors. preceding the opening of the distributor convention. He succeeds William Balderston who was elected board chairman after James T. Buckley declined re-election to that post. Mr. Balderston, who had been president of Philco since 1948, in his new capacity as board chairman will also become chairman of the policy committee and will devote himself to the broad areas of finance, manufacturing, research, engineering, legal and licensing activities.

John M. Otter, who joined Philco in 1926 and who has been vice president in charge of consumer products, was elected executive vice president to succeed Mr. Carmine. Announcement of Mr. Otter's election was made Tuesday, final day of the distributor convention.

Work Not Completed

In announcing that Philco has a 21-inch color tube in the works, Mr. Carmine made it plain that the work is not completed. "Until it is completed," he stated, "Philco will not place it as a color television receiver for sale to the public. Philco does not intend to offer the public color television receivers this year. Only a trickle of sets will be sold by the industry in 1954 and, in my opinion, manufacturers will build only about enough sets to sample their dealers next year."

Mr. Carmine told the 1200 distributor representatives at the convention that in his opinion the color sets so far put on the market are not suited to mass production.

The Philco tube, he said, is a one-gun tube that provides a rectangular color picture of 250 square inches, that does not require the shadow mask used on other color tubes, that is not limited as to size and that reproduces color images with "remarkable brightness and clarity." "Preliminary work," he noted, "indicates that this tube can be mass produced at a comparatively lower cost than other color tubes."

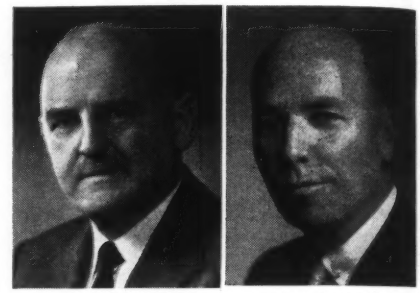
Reporting an enthusiastic reception for the Philco color system by engineers from other electronic manufacturing companies to whom it has been shown, Mr. Carmine said that Philco's goal is to make a color tube only slightly more expensive than present monochrome tubes.

Philco announced 32 new tv sets in its 1955 line, including seven models with 24-inch picture tubes, priced the same as the 1953 21-inch sets, and the new 21-inch models priced from $159.95 to $419.95, compared to last year's prices of $249.95 to $529.95. An all-channel tuning system with a single dial for all presently allocated vhf and uhf channels is incorporated in the 1955 Philco line.

Frederick D. Ogilby, vice president and general manager for television, said that "Philco has long recognized the need for a more economical approach to conversion of tv sets to receive the many new uhf stations. . . . Our engineers have designed a new uhf tuner which can be literally 'plugged in' in a matter of minutes to convert vhf to uhf."

"This new Philco invention," he said, "will greatly help the uhf broadcasters getting started in a new market. It is our opinion that the FCC and RETMA should recommend that all television manufacturers start immediately to adapt uhf to their receivers in this manner to help further the interest of uhf broadcasting in more cities."

A new line of radios, using "printed wiring" circuits and comprising 14 radio and clock-radio combinations, was introduced.



MR. BALDERSTON MR. CARMINE

Philco also showed its distributors a line of phonographs, an innovation for the company, although it has long produced radio-phonograph combinations and record changers.

Featured in all Philco hi-fi models is the new "electrostatic" speaker, employing 16 vertical speakers arranged to form a half-cylinder, a shape that diffuses the sound over a 180-degree pattern from the series of vertical column speakers. Application of the driving force to the entire area of each of the 16 radiating columns gives the unit its new achievement in high fidelity, according to William H. Chaffee, Philco vice president for radio.

James R. Curtis, President

Emerson Offers 15" Color At $695, Drops Lease Plan

COLOR tv sets at $695 retail are being offered by Emerson Radio & Phonograph Corp., which is discontinuing its tv leasing plan, Benjamin Abrams, Emerson president, announced Wednesday in a letter to all distributors.

Lowest-priced color set yet to be put on the market, the Emerson model (C-501) contains a 15-inch picture tube. Emerson will not produce sets with 19-inch color tubes, Mr. Abrams said, but will be among the first to use 21-inch color tubes when "satisfactory performance" is assured.

"In view of the fact that color programming will be available on a more frequent basis starting in September, we are discontinuing immediately the leasing plan announced earlier this year," Mr Abrams told his distributors. He reminded them that "limited color programming was one of the reasons for the inauguration of the plan."

Discount Selling of Tv Sets Hit by Magnavox' Freimann

PRACTICE of discount house selling of television sets is resulting in lower production quality of receivers, according to Frank Freimann, president of The Magnavox Co., Fort Wayne.

In a talk before the New York Society of Security Analysts on July 29, Mr. Freimann claimed that the practice of discounting fair trade television set prices has caused "lower quality for the consumer and gradually decreasing profit margins for the retailer." He charged that some tv sets are priced "with an eye to selling them competitively through discount outfits."

"Some manufacturers have had to meet such lower prices by eliminating necessary parts or circuits," Mr. Freimann said. "Magnavox, while maintaining a competitive price level, has been enabled through its selective dealer policy to actually add many consumer benefits at a price structure that remains competitive."

Sylvania Promotes Hopkins In Wholesale Re-Assignments

WILLIAM J. HOPKINS, former middle Atlantic district sales manager, electronic products sales division of Sylvania Electric products, has been appointed supervisor of national accounts, with headquarters in New York. Succeeding him as mid-Atlantic sales manager in Philadelphia, is Robert C. Hoffmann, formerly mid-Eastern district sales manager, whose former post in Pittsburgh goes to J. B. Pomeroy, former sales representative in the North California District. M. C. Roseto, former sales representative in the South California District, moves to the North California District, with headquarters in Emeryville.

Ted Napp, formerly in charge of sales service in Chicago, has been appointed sales representative for the Chicago district. W. G. Ripley, formerly in merchandising in Emporium, Pa., has been appointed sales representative in Des Moines. Kevin J. Joyce and Ciaran B. Kennedy, who have completed the Sylvania sales engineering training program, have been named sales engineers for the equipment sales division of electronics sales, with headquarters in Cincinnati and Los Angeles, respectively.

Four new district sales managers have been appointed by the radio and television division of Sylvania Electric Products, Bernard O. Holsinger, general sales manager of the division, announced last week: Norman B. Scott, formerly with Kelvinator Corp., for the territory including Virginia, North and South Carolina and Eastern Tennessee; Alfred S. Ross, formerly with Krich-Radisco, for metropolitan New York City and New Jersey; John C. Dews, from Nesco, for the Cincinnati territory; John O. Painter, former manager of sales training for Sylvania radio and tv, for the territory including Philadelphia, York and Allentown, Pa., Baltimore and Washington.

DuMont Opens Color School

SPECIAL color television school for service personnel of DuMont tv set distributors is to be opened Aug. 23 by the DuMont Teleset Service Dept. in Paterson, N. J. The one-week course, which will be repeated weekly to accommodate all distributor personnel, will offer a comprehensive study of color fundamentals,

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Station	Power	Band	Use
Allen B. DuMont Labs			
WFMY-TV Greensboro, N. C.	25 kw	tv (ch. 2)	
WTVD (TV) Durham, N.C.	5 kw	tv (ch. 11)	new station
KCOM-TV Sioux City, Iowa	25 kw	tv (ch. 4)	new station
Gates Radio Co.			
KRPL Moscow, Idaho	250 w	am	replacement transmitter
KCHV Coachella, Calif.	1 kw	am	new station
WHEE Martinsville, Va.	1 kw	am	new station
KERG Eugene, Ore.	5 kw	am	power increase
General Electric Co.			
KTVX (TV) Muskogee, Okla.	5 kw	tv (ch. 8)	new station
WMVT (TV) Montpelier, Vt.	5 kw	tv (ch. 3)	new station
WWJ-TV Detroit	35 kw	tv (ch. 4)	
KCKT (TV) Great Bend, Kan.	35 kw	tv (ch. 2)	new station

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according to Joseph A. Hatchwell, director of service of the department.

"The DuMont color tv school," Mr. Hatchwell said, "will build a group of highly trained color service specialists who will return to their jobs prepared to handle color television installation and maintenance and to train others within their own organizations. In this way, DuMont distributors will be able to provide the latest and best technical aid and advice on color tv to their area dealers and servicemen."

GE Plans Mass-Produced High Frequency Transistors

PLANS for mass production of low-cost, exceptionally high frequency transistors were announced last week by the General Electric Co., Syracuse.

Dr. W. R. G. Baker, GE vice president and general manager of the company's Electronics Division, said that plans for large quantity production of the transistors—in the millions—have been made possible through the development of a "rate-grown" method of mass producing essential transistor elements. The new method is said to involve the introduction of special impurities, gallium and antimony, and varying the heat control during the germanium refining process itself. It was reported that as many as 100 wafer-thin layers of specially-treated germanium are formed.

Dr. Baker said that mass production will be launched within two years, dependent entirely on the speed of the electronics industry in designing circuits employing the new extremely high frequency transistors. He added that GE's radio and television department has designed circuits using the new rate-grown transistors in table model radios, clock-radios, portables and television sets.

MANUFACTURING SHORTS

Midwest Sound Systems Inc., Chicago, announces availability of new "Mir-A-Call" communications system for use between control room and studio crew in tv studios, utilizing wireless miniature sound receivers that can be carried in shirt pocket and small transmitter.

Stewart-Warner Corp., Chicago, report sales of $48,974,416 and net income of $1,511,560 for six-month period ending June 30, net equaling $1.13 per common share comparing to $1.60 for comparable 1953 period, when sales were $67,338,941. Company also declared 40-cent cash dividend per share of $5 par value capital stock, payable to holder Sept. 4, and reported principal decline in military products.

Allen B. DuMont Labs, Clifton, N. J., announces super mike boom, type MB-96, employing clamp operated dolly, providing "full versatility in all studio operations."

Hammarlund Mfg. Co., N. Y., announces Codan squelch unit that "activates a normally silent Super Pro-600 receiver at a predetermined signal strength."

NEW table model tape recorder, developed and marketed by Columbia Records Inc. and Bell & Howell Co., is displayed by Columbia President James B. Conkling (l) and B & H President Charles H. Percy.

Shasta Div., Beckman Instruments Inc., Richmond, Calif., announces Model 701 adjustable power supply unit "providing DC voltages from zero to 250 at maximum load of 90 ma (360 volts, open circuit), and AC filament power, 6.3 volts at 3 amps, center tapped," with ripple "kept to the low value of 20 MV RMS by use of a two section choke input filter."

Firm also announces new crystal controlled receiver, having six bands at 2.5, 5, 10, 15, 20 and 25 mc, selectable by panel switch, constructed to receive radio signal of National Bureau of Standards.

Astatic Corp., Conneaut, Ohio, announces new convertible hand and desk stand type microphone.

Kay Electric Co., Pinebrook, N. J., announces Telefilter for generation of single side band tv signals, which used with tv rf carrier generator passes upper and rejects lower side band of any one vhf tv channel, according to the company.

Charles F. Adams Jr., president, Raytheon Mfg. Co., Waltham, Mass., presented millionth junction transistor produced by company to Gov. Christian A. Herter of Massachusetts.

Allen B. DuMont Labs, Clifton, N. J., television receiver div., is distributing 58-page illustrated product and sales information manual prepared by them to dealer salesmen covering new line of DuMont tv receivers.

Admiral Corp., Chicago, has shipped 27-inch tv receiver to President Rojas Pinilla of Colombia and 21-inch tv-radio-phonograph combination to President Ramon Magsaysay of the Philippines.

John F. Rider Inc., N. Y., has published: first of series of specialized texts intended for electronics students titled *RC/RL Time Constant;* a dictionary illustrating all terms used in color tv titled *Color Tv Dictionary;* and three different volumes instructing in tv receiver servicing prepared by the RETMA Pilot Training School teaching association.

Precision Apparatus Co., Elmhurst, N. Y., announces new general purpose 5" oscilliscope, model 520.

Wright-Zimmerman Inc., New Brighton, Minn., has new speaker designed for radio and tv sets as aid to the hard-of-hearing. Unit has 30-foot cord which clips to speaker terminals in receivers and unit speaker may be placed in inconspicuous spot, according to the company.

Magnetic Recording Industries, N. Y., announces new line of Magneticon components developed for broadcast stations enabling user " . . . to produce and reproduce magnetic recordings on a flat magnetic disc while utilizing his already existing equipment . . . "

Tele-Q Corp., N. Y., is sending to clients and prospective clients its latest brochure promoting and publicizing its cueing equipment.

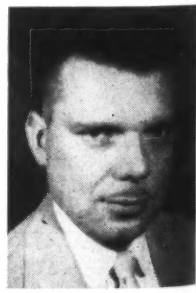
MANUFACTURING PEOPLE

MR. BRODLEY

George Brodley appointed merchandising assistant, radio tube and television picture tube divs., Sylvania Electric Products, N.Y.; **Wallace R. Wirths,** public relations representative and manager, Aluminum Co. of America, Edgewater, N. J. plant, to public relations dept., **Fred W. Fulle,** New York City and Newark district sales manager, named general sales manager, lighting div., Sylvania Electric Ltd., Toronto.

Henry T. Roberts, general manager, commercial music div., Magnecord Inc., Chicago, named vice president in charge of division.

William J. B. Kennedy to Mobile Communications dept., Allen B. DuMont Labs., Clifton, N. J., as a sales and service representative.



MR. LOASBY

Frank Loasby, sales engineering laboratory manager, Raytheon Mfg. Co., Waltham, Mass., named director of sales engineering and service; **Curtis L. Peterson** appointed assistant advertising manager, television-radio div. Joseph C. Profitay, Methods Engineering Council, Pittsburgh, to assistant manager, district sales and service, equipment sales div.

Richard G. Bennett, formerly with Continental Communications, Chicago, to Andrew Corp., same city, as sales engineer.

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2700 POLK AVENUE
TELEPHONE - - ATWOOD 8536
— FOR ALL BROADCAST EQUIPMENT NEEDS —

ABC-TV GOLF COVERAGE

ABC-TV Network currently is televising the finals of two golf tournaments—the All-American and the World Championship of Golf, with the special events offered on a co-op basis. Final rounds of the All-American were to be televised Aug. 8 (yesterday). Final play of the World will be aired Aug. 15 (7-8 p.m. CDT) with Florsheim Shoe Co. sponsoring telecasts in Chicago, New York and Detroit. Agency is Gordon Best Co., Chicago. Tourneys are being held at Tam O'Shanter near Chicago. CBS o&o WBBM Chicago is broadcasting the finals of the two tourneys.

CHILDREN'S SAFETY CONTEST

AS a means of improving traffic conditions for youngsters in its coverage area, WMIN-TV Minneapolis-St. Paul is conducting two contests for children under 15 during the month of August. One is for slogans on traffic safety and another for posters on the same subject, with winners to receive prizes including tv sets, bicycles and roller skates.

CKWX BLOTTER PROMOTION

CKWX Vancouver has been mailing blotters to advertisers and advertising agencies on a weekly basis this summer featuring the theme "wherever they go . . . there's CKWX radio," to promote summer radio advertising. The colorful blotters picture drawings of bathing girls and British Columbia tourist attractions.

WKNB-AM-TV 'AGENCY DAY'

TIME BUYERS and account executives from all major New York agencies were guests of WKNB-AM-TV New Britain (Hartford), Conn., when those stations held an "Agency Day" to celebrate the opening of the new WKNB Television-Radio Center in West Hartford. Agency personnel were transported by special train and chartered bus as guests of the WKNB staff. The all-day program at the new Center included guided tours of the 20,000 square foot building which houses all station radio and tv production and administrative facilities. Other activities included luncheon, a cocktail party and a program which utilized cartoons and commentary by Program Director (and artist) Ralph Kanna to describe the progress made by New England's "first uhf station."

COLOR CAST IN

Advance Schedule Of Network Color Shows

CBS-TV

Mondays (5:30-6 p.m. EDT): Film, *Time For Color.*

August 22: *Toast of the Town,* Lincoln-Mercury Dealers through Kenyon & Eckhardt

August 25: *The Big Payoff,* Colgate-Palmolive Co. through William Esty

August 31: *Danger,* Block Drug Co. through Cecil & Presbrey

Sept. 7 (7:45-8 p.m. EDT): *Jo Stafford Show,* Gold Seal Co. through Campbell-Mithun

Sept. 8 (12:15-12:30 p.m. EDT): *Love of Life,* American Home Products Corp. through Biow Agency

Sept. 15 (10-11 p.m. EDT): *The Best of Broadway,* Westinghouse Electric Corp. through McCann-Erickson

NBC-TV

Following is a list of mobile unit segments to be shown on *Home* and *Today* shows on days indicated:

August 11: Fort Meade, Md.

August 12, 19: *The Marriage*—situation comedy, sustaining

[Note: This schedule will be corrected to press time of each issue of B•T.]

WCOV-TV BROCHURE

WCOV-TV Montgomery, Ala., is sending to agencies and advertisers an illustrated promotional brochure with on-set photographs of station personalities and explanatory copy which describes their program formats and lists various sponsoring rates. Declaring "Montgomery's sold when they see and hear your advertising on WCOV-TV," the cover depicts a diverse group watching a tv set with a cutaway screen which reveals WCOV-TV stars on the inserts inclosed. The inside back cover contains a drawn to scale coverage map and the back cover presents county-by-county statistical information on population, sales and buying power. Coverage data is based on the planned Sept. 1 increase to 200 kw.

KFI 'BEN HUNTER DAY'

ATTENDANCE at "Ben Hunter Day," honoring Mr. Hunter, KFI Los Angeles late-night disc m.c., with a huge outdoor banquet at Banning Park, Calif., exceeded the expected 6,000 person mark by 2,000, station executives estimate. Listeners from Massachusetts, New York, Manitoba, Alaska and Mexico attended the party and eight chartered busses from various Southern California areas were filled to capacity, KFI spokesmen reported. With local police offering cooperation by allowing all cars with "Ben Hunter Day" stickers to park anywhere, a caravan of 60 to 70 sports cars arrived as scheduled, but an expected flight of 100 private planes was fogged in, station spokesmen stated.

KUDL DRUG PROMOTION

UNDER an arrangement recently completed by KUDL Kansas City and the Parkview Drug Chain, which operates 15 drug stores in the Kansas City market, distribution and promotion is underway of Parkview approved, KUDL promoted drug items, according to the station. The campaign offers KUDL drug advertisers window displays in all 15 local Parkview stores plus guaranteed point of sale promotion for all products advertised on KUDL. Six announcements weekly on the station, or more, is one prerequisite and Parkview approval of the product is the other. Al Zimmerman, KUDL account executive, and Phil Small, Parkview president, made arrangements for the promotion.

COLOR TV SYNOPSIS

SYNOPSIS promoting and explaining color television is being distributed to retail dealers in Oklahoma City by WKY-TV there. Titled "Hue and You," the pamphlet begins with an introduction by P. A. Sugg, WKY-TV manager, giving historical background on communications up to the time of color tv. The synopsis employs the question and answer method for detailing information on why that station was among the first to equip itself for originating color programs live from its studios, the benefits of color to the viewer and advertiser and reasons why the "new medium" will remain and revolutionize the industry.

KWBR WBRW KMUS WLSI
AR WGTA KBOP WNDB WC
WFMO WHIZ WESK KTRY
TR WKLO WJAY WZOB WL
WPAZ WLON WPAM WCRE
RA WBRY WPAC WJMC WA
KIKI WWOC WOWO KWOC
IM WAWZ KMAK WLOK WE
WGRY WKBR WFUL KGAL
WM WPEL WHBO WGVM WN
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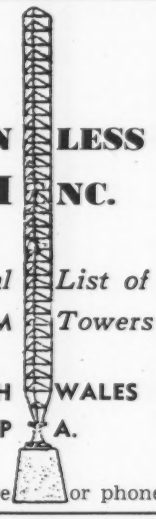

Write, wire or phone

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'THE SEVENTH CONTINENT'

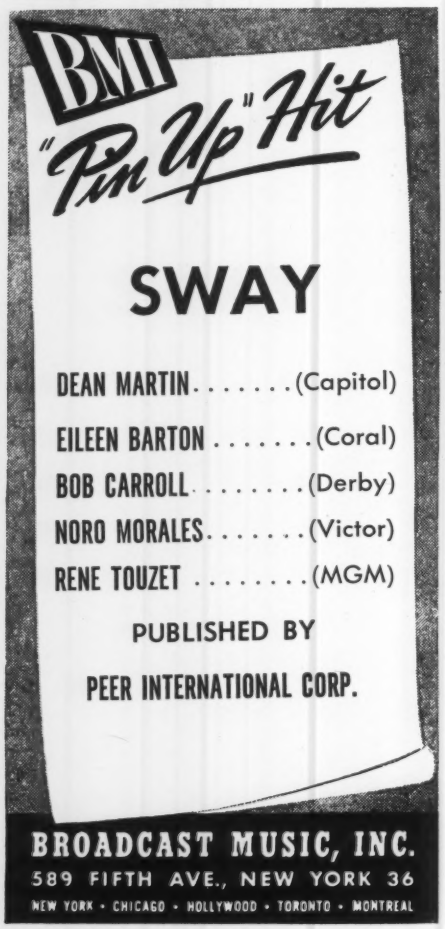
NEW bi-weekly documentary series, based on the concept of a "single community of thought" apart from all boundaries save the spoken and written word, has been launched by WBBM Chicago under the title of *The Seventh Continent*. The program refers "to that area which exists on no geographer's globe, but in the mind of man . . . that bridge of knowledge and communication which ties mankind together," according to the station. The series is dedicated to revealing significant facts which often escape the attention of the average citizen, and students and faculty members from countries involved in the discussions appear on the program.

SMART AS A FOX

KFOX Long Beach, Calif., is sending to advertisers and agencies a decorative file folder, in which to keep news bulletins, rate cards and other information which the station will from time to time send out. A smiling fox adorns the front of the folder and the head reads "The New K-FOX for smart coverage." Claiming greater listening, greater coverage and solid programming in a fast growing community, a graph and map give market and audience information. Several of KFOX's programs are billed and briefly described on the back.

'PEOPLE ARE FUNNY' HOME GAME

IN CONJUNCTION with the new CBS-TV *People Are Funny* tv show starring Art Linkletter, the Whitman Publishing Co. is producing a home charade game of the same name. The game is packaged with illustrated instructions taken from *People Are Funny* radio shows over the past 12 years, sketched presentations for the novice participant, rated cards and a sand clock. The publishing company claims to have bridged the gap between uncontrolled charades and a well directed party game. The new tv show will emanate from the "Linkletter Playhouse" in Hollywood starting Sept. 19 and the radio series will begin Oct. 5.



CANADIAN MINING REPORTS

SERIES of five reports on developments at Uranium City in Canada's Northwest Territories was carried on Canadian Broadcasting Corp. network *News Roundup* show last week. Ron Hunka, CBX Edmonton, Alta., recorded a series of on-the-spot reports from Uranium City on Lake Athabasca concerning developments in prospecting, financing, mining and refining radio-active minerals in northern Canada. More reports will be carried for the rest of the month on agricultural and economic developments in Canada's Atlantic Coast provinces and a series dealing with the start of construction work on the St. Lawrence Seaway in southern Ontario.

WJAR-TV PREMIERE SUCCESS

PREMIERE of the live audience participation program *Breakfast at the Sheraton*, over WJAR-TV Providence, R. I., attracted over 200 people. The one-hour show originates in the Garden Room of the Sheraton-Biltmore Hotel in Providence and the format consists of skits with the audience, highlighting of birthdays, a sewing demonstration, contests, quizzes and musical entertainment. WJAR-TV reports that the premiere show filled the Garden Room to capacity despite inclement weather and many calls for future reservations were received at the Sheraton-Biltmore switchboard during the program.

KYW PROGRAM AIRED ABROAD

KYW Philadelphia's weekly *Citizen U.S.A.*, quarter-hour program of business news, is being aired by the Voice of America to give listeners in foreign countries a better understanding of the average American businessman, his problems and how they are solved. Edward M. Goldberger, special events chief of the Voice's Central Program Services Division, praised KYW and Fred Harper, the station's program operations manager, who directs the show.

WTOP NEWSPAPER AD

"RADIO never goes off on vacation" was the theme of the full page advertisement run in the *Washington Post and Times Herald* July 28 by WTOP Washington, 55% owned by that paper. The ad employed a checker board design and 66 of the squares each contained an illustration depicting various vacation locales where automobile and portable radios are enjoyed while vacationers are participating in activities or relaxing.

WAAM (TV) 'SAFECRACKERS'

ANY influx in safecrackings in the Baltimore area my be due to the "Crack the Safe" contest conducted last week by WAAM (TV) there. On "WAAM Day"—Aug. 4—that station displayed a new Diebold Safe and Lock Co. combination safe at Baltimore's amusement center, Gwynn Oak Park. People were invited to try their hand at opening it, the incentive being a store of prizes awaiting behind the door for the first person succeeding. Clues to the combination were posted at various points around the amusement park and aired over the station for a week previous to the contest. Finally, contestants were told to place great reliance on puns and synonyms in working out a solution from the clues.

WCBS-TV POSTCARD PROMOTION

WCBS-TV New York is sending to advertisers and agencies a printed gold postcard titled "Picture Your Product." The illustrated card pictures a man as he is viewing a tv screen which shows a box of Dutch Masters Cigars, a WCBS-TV advertiser. The caption states "Picture your product 1,897,270 times a week in New York area homes. Dutch Master Cigars do . . . on the Number One television station." WCBS-TV uses the June 1954, Telepulse of New York family impressions per week ratings as the source for their figure.

UHF STRONG INFLUENCE

SUCCESS of the remote telecast of the "General Electric Wonderhome" in St. Louis by ch. 54 WTVI (TV) Belleville, Ill., proves, believes the station, that uhf can strongly influence a primarily vhf community. WTVI, selected by GE to tell the story of the modern "Wonderhome," carried an inside, outside and downstairs detailed presentation of the new home, using a three-camera, ten-man production crew. An invitation was extended to viewers at the program's close to personally inspect the home the following day and between an estimated 5,000 and 6,000 St. Louisans accepted and drove out in 110° weather. The response to this show exceeded proportionately and in total audience similar invitations offered this year in New Haven, Philadelphia and other major vhf-only markets, claims the station.

KTBC-AM-TV BROCHURE

TWO folders, one dealing with the radio outlet and the other with the tv, are being sent to advertisers and agencies by KTBC-AM-TV Austin, Tex. Pictured on the front and back are photographs of the State Capitol, Texas U. and various scenes of Texas. Both brochures contain market data on the station's trade area, basing their figures on the May 1954, issues of *Sales Management*. In addition, contour maps show the outlets' Grade A, B and ultimate coverage areas.

McNEILL HOST TO YOUNGSTERS

FOR the third consecutive year, Don McNeill, emcee of ABC radio-tv *Breakfast Club*, is playing host during August to 80 boys between ages of 8 and 12 who take camping vacations at his Barrington, Ill., lake lodge. Boys are chosen under a merit-point system from eight boys clubs in the city and spend three days swimming, fishing, boating, hiking and woodcrafting. After their vacations, youths then appear on the *Breakfast Club* simulcast.

Looking for Radio & Television Technicians?

RCA Institutes, Inc., graduates students at regular intervals, as technicians, operators and laboratory aids. Our men graduate with a first class Radio-Telephone License. Call on us for your technical personnel needs.

Write to: PLACEMENT MANAGER

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A Service of Radio Corporation of America
35 West Fourth Street, New York 14, N. Y.

Station Authorizations, Applications
(As Compiled by B • T)

July 29 through August 4

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of June 30, 1954 *

	AM	FM	TV
Licensed (all on air)	2,565	529	104
CPs on air	18	24	†298
CPs not on air	114	16	171
Total on air	2,583	555	402
Total authorized	2,697	569	573
Applications in hearing	129	4	183
New station requests	156	5	14
Facilities change requests	132	12	23
Total applications pending	722	104	219
Licenses deleted in June	1	0	0
CPs deleted in June	2	0	7

*Does not include noncommercial educational fm and tv stations.

†Authorized to operate commercially.

* * *

Am and Fm Summary through Aug. 4

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,591	2,576	144	163	136
Fm	559	534	43	8	4

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	251	308	559[1]
Educational	14	18	32

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	265	118	383
Noncommercial on air	3	4	7

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	923	337	715	526	1,242[2]
Educational	55		28	27	55[3]
Total	978	337	743	553	1,297[4]

[1] Ninety-one CPs (16 vhf, 75 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 32 already granted.
[4] Includes 591 already granted.

ACTIONS OF FCC

New Tv Stations . . .

ACTION BY FCC

Columbus, Miss.—Birney Imes Jr. (WCBI) granted vhf ch. 4 (66-72 mc); ERP 10.7 kw visual, 5.37 kw aural; antenna height above average terrain 390 ft., above ground 425 ft. Estimated construction cost $196,056, first year operating cost $100,000 revenue $100,000. Post office address Columbus, Miss. Studio and transmitter location Gilmer Hotel, Columbus. Geographic coordinates 33° 29′ 43″ N. Lat., 88° 25′ 51″ W. Long. Transmitter and antenna RCA. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Mr. Imes is president-97.4% stockholder WCBI, and WELO Tupelo, Miss.; owner of WMOX Meridian, Miss., and WNAG Grenada, Miss.; and owner-publisher *Commercial Dispatch*, Columbus. Applicant earlier requested deletion of his CP for uhf ch. 28 WCBI-TV. Granted July 28.

Existing Tv Stations . . .

ACTIONS BY FCC

KAKE-TV Wichita, Kan.—KAKE-TV granted mod. of CP for ch. 10 to change studio location to 400 ft. N of intersection of 13th & West Sts., outside city limits of Wichita. Granted July 29; announced Aug. 3.

KOLN-TV Lincoln, Neb.—Cornhusker Radio & Tv Corp. granted mod. of CP to change ERP to 26.3 kw visual, 13.8 kw aural; transmitter location to 40th & W Sts., Lincoln; antenna height above average terrain 390 ft. Granted July 30; announced Aug. 3.

WFMZ-TV Allentown, Pa.—Penn-Allen Bcstg. Co. granted mod. of CP for ch. 68 to change studio location to MacArthur Blvd. & Grape St., approximately 1 mile from city limits. Granted July 29; announced Aug. 3.

KVOS-TV Bellingham, Wash.—KVOS Inc. granted mod. of CP for ch. 12 to change ERP to 38.46 kw visual, 19.5 kw aural; transmitter location to Mt. Constitution, on Orcas Island, approximately 4 miles ESE of Eastsound. Granted July 30; announced Aug. 3.

CALL LETTERS ASSIGNED

KTVK (TV) Phoenix, Ariz.—Arizona Television Co., ch. 3.

KEYD-TV Minneapolis, Minn.—Family Bcstg. Corp., ch. 9.

KBST-TV Big Spring, Tex.—Big Spring Bcstg. Co., ch. 4.

APPLICATIONS

WDEL-TV Wilmington, Del.—WDEL Inc. seeks mod. of CP for ch. 12 to change ERP to 316 kw visual, 190 kw aural; transmitter and studio location to Shipley Rd., near Wilmington; antenna height above average terrain 616 ft. Filed July 28.

WMTW (TV) Poland, Me.—Mt. Washington Tv Inc. seeks mod. of CP for ch. 8 to change transmitter location to Summit of Mt. Washington; studio location to be determined; antenna height above average terrain 3,847 ft. Filed Aug. 3.

KRCG (TV) Jefferson City, Mo.—Jefferson Tv Co. seeks mod. of CP for ch. 13 to change ERP to 104 kw visual, 62.3 kw aural; studio location to transmitter location at U. S. Hwy. 54, 2 miles S of New Bloomfield, near Jefferson City; antenna height above average terrain 659 ft. Filed Aug. 3.

WTVP (TV) Decatur, Ill.—Prairie Tv Co. seeks mod. of CP for ch. 17 to change ERP to 158 kw visual, 85.6 kw aural; antenna height above average terrain 545 ft. Filed July 28.

WMTV (TV) Madison, Wis.—Bartell Tv Corp. seeks mod. of CP for ch. 33 to change ERP to 211 kw visual, 126 kw aural; antenna height above average terrain 697 ft. Filed Aug. 2.

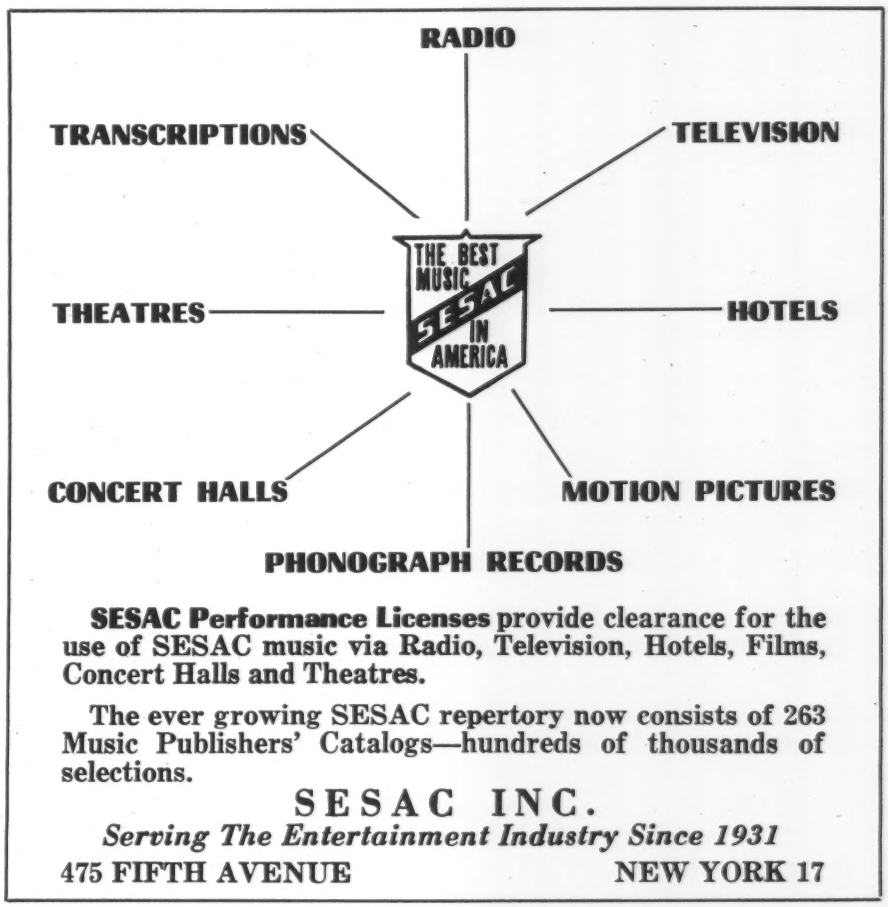
New Am Stations . . .

ACTIONS BY FCC

Harvard, Ill.—Esther Blodgett granted 1600 kc, 500 w daytime. Estimated construction cost $21,500, first year operating cost $45,000, revenue $50,000. Miss Blodgett is independent producer of radio programs. Granted July 29.

San Angelo, Tex.—David P. Pinkston d/b as Concho Bcstg. Co. granted 1420 kc, 1 kw daytime. Post office address Box 1319, Lubbock, Tex. Estimated construction cost $15,456, first year operating cost $36,000, revenue $42,500. Principals include **Mr. Pinkston**, general manager-40% stockholder KDAV Lubbock, and 30% partner in Panhandle Bcstg. Co., applicant for new am station at Amarillo, Tex. Granted Aug. 4.

Virginia Beach, Va.—J. S. Banks, J. P. Guzzy, J. L. Hoarty Jr., W. W. McClanan Jr. and J. P. Sadler d/b as Virginia Beach Bcstg. Co. granted 1600 kc, 1 kw daytime. Post office address 7310 Atlantic Ave., Virginia Beach. Estimated con-



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The ever growing SESAC repertory now consists of 263 Music Publishers' Catalogs—hundreds of thousands of selections.

SESAC INC.

Serving The Entertainment Industry Since 1931

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struction cost $23,100, first year operating cost $36,000, revenue $40,000. Principals include **J. S. Banks** (19%), hotel operator; **J. P. Guzzy** (19%), hotel owner; **J. L. Hoarty Jr.** (24%), local Chamber of Commerce; **W. W. McClanan Jr.** (19%), cleaners and laundry; and **J. P. Sadler** (19%), building material distributor. Granted Aug. 4.

APPLICATIONS

Indianapolis, Ind.—Rollins Bcstg. Inc., 1590 kc, 5 kw daytime, directional. Post office address Moore Bldg., Rehoboth Beach, Del. Estimated construction cost $65,530, first year operating cost $74,000, revenue $100,000. Principals include President **O. Wayne Rollins** (50%); Vice President **John W. Rollins** (45%), and Treasurer **Katherine E. Rollins** (5%). Rollins Bcstg. owns and operates WRAD Radford, Va., WJWL Georgetown, Del., WHRN-TV Dover, Del., WRAP Norfolk, Va., and WAMS Wilmington, Del. Filed July 30.

Hopkins-Edina-St. Louis Park, Minn.—Edward Schons & William E. Schons d/b as Hopkins-Edina-St. Louis Park Bcstg. Co., 950 kc, 1 kw daytime. Post office address % William E. Schons, 1135 Plymouth Bldg., Minneapolis. Estimated construction cost $38,150, first year operating cost $84,000, revenue $92,000. Messrs. William E. and Edward Schons are officers and stockholders of KLIL Estherville, Iowa, WKAI Macomb, Ill., WDUZ Green Bay, Wis., and WMAW Menominee, Mich. Filed July 27.

APPLICATIONS AMENDED

Central City, Ky.—Muhlenberg Bcstg. Co. amends bid for new am station on 1380 kc 500 w daytime to specify 1600 kc and to change transmitter and studio location to east side of U. S. Hwy. 62, 0.6 mile S of city limits. Filed July 30.

New Albany, Miss.—Vernon K. Wroten & Wynez Wroten d/b as New Albany Bcstg. Co. amend bid for new am station on 1490 kc 250 w unlimited to specify 900 kc daytime operation. Filed Aug. 2.

Cleveland, Tenn.—J. A. Gallimore tr/as Radio Cleveland amends bid for new am station on 1420 kc 500 w daytime to specify 1570 kc 1 kw. Filed July 29.

Existing Am Stations . . .

ACTIONS BY FCC

KFQD Anchorage, Alaska—Alaska Bcstg. Co. granted CP to change from 600 kc 5 kw unlimited to 730 kc 10 kw unlimited. Granted Aug. 4.

WNNJ Newton, N. J.—Sussex County Bcstrs. granted request to sign off at 7 p.m. through Sept. 25. Granted July 26; announced Aug. 3.

WTYN Tryon, N. C.—Thermal Bcstg. Co. granted mod. of CP to change transmitter and studio location to on U. S. Hwy. 176, 1 mile SE of Tryon. Granted July 28; announced Aug. 3.

WBUT Butler, Pa.—J. Patrick Beacom granted reinstatement of expired mod. of CP for new am station on 1050 kc 250 w daytime. Granted Aug. 4.

APPLICATIONS

WNER Live Oak, Fla.—Norman O. Prostman seeks mod. of CP to change from 1450 kc 250 w unlimited to 1390 kc 1 kw daytime. Filed Aug. 2.

WBEL Rockford, Ill.-Beloit, Wis.—Beloit Bcstrs. Inc. seek mod. of license to specify location as Beloit, Wis.-Rockford, Ill., and add an additional main studio at Rockford. Filed July 28.

WPAQ Mt. Airy, N. C.—Ralph D. Epperson seeks mod. of CP to change from 10 kw, 1 kw Canadian Restriction to 10 kw, 5 kw Canadian Restriction. Filed July 28.

WLIK Newport, Tenn.—Arthur Wilkerson tr/as Arthur Wilkerson Lumber Co. seeks CP to change from 1 kw to 5 kw. Filed Aug. 2.

KLGN Logan, Utah—Atlas Engineering Co. seeks mod. of CP to change from 500 w to 1 kw. Filed Aug. 3.

New Fm Station . . .

ACTION BY FCC

Providence, R. I.—Nobscot Bcstg. Corp. granted CP for new Class B fm station on ch. 268 (101.5 mc); ERP 9.6 kw; antenna height above average terrain 170 ft. Granted Aug. 4.

Ownership Changes . . .

ACTIONS BY FCC

KXOC Chico, Calif.—KXOC Inc. granted voluntary transfer of control to Broodmoor Bcstg. Corp. through sale of all stock for $150,000 and assumption of obligations for approximately $20,000. Principals include **Harold T. Gibney,** free lance radio-tv announcer and performer. Granted Aug. 4.

KCCC-TV Sacramento, Calif.—Capital City Tv Corp. granted transfer of control of permittee corporation to Harry W. McCart and Ashley L. Robison through sale by Frank W. Hurd of 37½% interest for $45,000. Messrs. McCart and Robison will now own 50% each. Granted Aug. 4.

WSSB New Smyrna Beach, Fla.—Roland Jordan Jr., James D. King Jr. and Walter T. Slattery d/b as Beach Bcstg. Co. granted voluntary assignment of license to Broadcasters Inc. for $30,000. Principals include President **Norman E. Jorgensen** (41⅔%), Washington attorney; Vice President **Austin Van Catterton** (16⅔%), WMMB Melbourne, Fla. general manager, and Secretary-Treasurer **Seymour Krieger** (41⅔%), Washington attorney. Purchasers have filed for new am station at Eustis, Fla. Granted Aug. 4.

WKRT-AM-FM Cortland, N. Y.—Radio Cortland Inc. granted voluntary acquisition of control by Leighton A. Hope through purchase of ⅓ interest from Robert M. Hope for $2,000. Mr. Leighton A. Hope will now own ⅔ interest. Granted July 26.

KTAC Tacoma, Wash.—Tacoma Bcstrs. Inc. granted voluntary relinquishment of control by Jerry P. Geehan through sale of 51 additional shares of stock for $100 par value to 5 local businessmen. Granted Aug. 4.

APPLICATIONS

KAGR Yuba City, Calif.—John Steventon seeks voluntary assignment of license to James Emile Jaeger for $20,000. Mr. Jaeger is owner-manager KILA Hilo, Hawaii. Filed July 26.

KCOG Centerville, Iowa—The Centerville Bcstg. Co. seeks voluntary assignment of license to Hiawatha Bcstg. Inc. for $65,000. Principals include President **S. A. Chesley** (28.6%), owner KJOE Shreveport, La.; Vice President **Jeannette Burch** (27.3%); Secretary **Harry L. Hanson Jr.** (6.6%), owner of radio repair shop, and Treasurer **Dale G. Chesley** (27.3%), ordinance works foreman. Filed July 23.

WICA-AM-FM-TV Ashtabula, Ohio—WICA Inc. seeks voluntary transfer of control (50%) to Olive D. Rowley individually and as trustee for David and Richard Rowley in accordance with will of R. D. Rowley, deceased. Filed July 28.

KBOY Medford, Ore.—Clarence E. Wilson & P. D. Jackson d/b as Medford Bcstg. Co. seek assignment of license to Clarence E. Wilson, P. D. Jackson and William H. Hansen d/b as K-Boy Bcstrs. Mr. Hansen purchases ⅓ interest for ⅓ book value. Each partner will now own ⅓ interest. Filed Aug. 2.

KTXL San Angelo, Tex.—Westex Bcstg. Co. seeks voluntary transfer of control to A. D. Rust, B. P. Bludworth, Lowell Smith and Marshall Formby through sale of 50 shares to Marshall Formby and Lowell Smith for $20,000. Mr. Formby is owner KPAN Hereford, 40% owner KFLD Floydada, ⅔ owner KSML Seminole, and ⅓ owner KTUE Tulia, all Texas. Mr. Smith is a rancher and banker. Filed July 27.

Hearing Cases . . .

INITIAL DECISIONS

Detroit, Mich.—New tv, ch. 50. FCC Hearing Examiner William G. Butts issued initial decision looking toward grant of the application of Booth Radio & Television Stations Inc. for CP for new tv station on ch. 50 in Detroit, Mich. Action Aug. 4.

Grand Rapids, Mich.—New tv, ch. 23. FCC Hearing Examiner J. D. Bond issued initial decision looking toward grant of the application of Peninsular Bcstg. Co. for CP for new tv station in Grand Rapids, Mich., on ch. 23. Action Aug. 2.

Las Vegas, Nev.—Hearing Examiner H. Gifford Irion issued initial decision looking toward denial of the application of Desert Television Co. for CP for new tv station in Las Vegas, Nev., on ch. 13. Action August 3.

Huntington, W. Va.—New tv, ch. 13. FCC Hearing Examiner John B. Poindexter issued initial decision looking toward grant of the application of Greater Huntington Radio Corp. for CP for new tv station on ch. 13 in Huntington, W. Va. Action Aug. 3.

Madison, Wis.—New tv, ch. 3. FCC Hearing Examiner James D. Cunningham issued initial decision looking toward grant of the application of Badger Television Co. for CP for new tv station on ch. 3 in Madison, Wis., with ERP 100 kw visual, 50 kw aural and denial of the competing application of Radio Wisconsin Inc. Action Aug. 3.

OTHER ACTIONS

Anchorage, Alaska—Offset Carrier Requirements. On petition filed July 9 by Northern Television Inc., Anchorage, Alaska, the Commission proposes rule making to remove offset carrier minus requirement for ch. 11 at Anchorage. Comments may be filed on or before Aug. 25. Action Aug. 4.

Springfield, Ill.—Ch. 2 proceeding. By Order, the Commission denied petition by Sangamon Valley Television Corp. to enlarge issues to inquire into financial qualifications of WMAY-TV Inc. in comparative proceedings for new tv station on ch. 2 in Springfield, Ill. Action July 28.

WEBC Duluth, Minn.—Head of the Lakes Bcstg. Co. FCC designated for hearing application to change from 1320 kc 5 kw unlimited, directional night to 560 kc 5 kw unlimited, directional. Action Aug. 4.

Omaha, Neb.—Ch. 7 proceeding. FCC (1) by Order, affirmed examiner's action in granting KFAB leave to amend; and (2) by Memorandum Opinion and Order, denied motion by KFAB to delete issue relating to its financial qualifications but granted it insofar as amending that issue to limit the evidence required. Action July 28.

Eatontown, N. J., Harold M. Gade; Long Branch, N. J., Monmouth County Bcstrs.—FCC designated for consolidated hearing applications for new am stations, both seeking 1410 kc, 500 w, D. Action Aug. 4.

WGAL-TV Lancaster, Pa.—By Memorandum Opinion and Order, the Commission denied joint petition by Harrisburg Bcstrs. Inc. (WTPA, ch. 71), Rossmoyne Corp. (WCMB-TV, ch. 27), and WHP Inc. (WHP-TV, ch. 55), all Harrisburg, Pa., and Susquehanna Bcstg. Co. (WSBA-TV, ch. 43), and The Helm Coal Co. (WNOW-TV, ch. 49), both York, Pa., requesting rehearing of Feb. 1 grant to WGAL Inc. (WGAL-TV), Lancaster, Pa., to change antenna site, increase power and antenna height, and operate regularly on ch. 8. Comr. Hennock dissented. Action July 28.

Milton, Pa.—By separate orders, the Commission (1) dismissed petition by Chief Broadcast Bureau requesting enlargement of issues, and (2) dismissed, with prejudice for failure to prosecute, application of West Branch Community Bcstg. Co. for new am station on 990 kc with 250 w, day, at Milton, Pa. Action July 28.

Remote Pickup Broadcast Rules Amended—The Commission adopted a Report and Order finalizing its proposal in Docket 11059 and amended Part 4 of its rules to incorporate certain changes previously made in Part 2 regarding frequency allocations for remote pickup stations, and regrouping of frequencies below 25 mc, effective Sept. 7. Action Aug. 4.

Revise "10% Rule" for Am Broadcast—In a Report and Order adopted today, the Commission finalized, with certain changes, its proposal in Docket 10509 amending the requirements of its so-called "10% rule" relating to am broadcast, effective Sept. 7. In so doing, it placed the new provision in Part 3 of the Rules Governing Radio Broadcast Services as amendments to Section 3.28, and deleted the ninth paragraph of Section 1 of the Standards of Good Engineering Practice accordingly. Action Aug. 4.

Tv Allocation—On petition of Sunbury Bcstg. Corp., Sunbury, Pa., filed April 12, the Commission invites comments on or before Aug. 30 to proposed rule making as follows: Delete ch. 65 from Sunbury, Pa., and add ch. 38; delete ch. 38 and add ch. 74 to Lewiston, Pa., and add ch. 65 to Shamokin, Pa., not now assigned a channel. Action July 28.

Tv Allocation—On petition filed by Radio Americas Corp., Mayaguez, P. R., dated June 23, the Commission invites comments on or before Sept. 7 to proposed rule making to add tv ch. 6 plus to Caguas, P. R., and to substitute noncommercial educational ch. *11 in lieu of *6 in San Juan, and denied opposition of the Department of Education of Puerto Rico dated July 6 insofar as it requests denial of the proposal for the institution of rule making. This opposition, however, insofar as it opposes the amendment of the rules as proposed by petitioner, is made a part of this docket. Action Aug. 4.

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Tv Auxiliary Broadcast Rules Amended—By Report and Order, the Commission finalized, with certain changes, its proposal of Dec. 2 in Docket 10345 and amended Part 4 of its rules governing tv auxiliary broadcast stations. Action Aug. 4.

Muleshoe, Tex., Blackwater Valley Bcstrs.; Muleshoe Bcstg. Co.—FCC designated for consolidated hearing applications for new am stations, both seeking 1570 kc, 250 w, D. Action Aug. 4.

KVOZ Laredo, Tex., Border Bcstrs. Inc.; Harlingerr. Tex., John F. Thorwald; Raymondville, Tex., Hale Schaleben and Van N. Culpepper—FCC designated for consolidated hearing applications of KVOZ to change frequency from 1490 to 1240 kc, and Thorwald and Schaleben and Culpepper each requesting new am station to operate on 1240 kc, 250 w, U; made KSIX Corpus Christi, Tex., and KBLP Falfurrias, Tex., parties to the proceeding.

Post, Tex., Wallace Simpson—FCC designated for hearing application for new am station on 1220 kc, 250 w, D; made KLVT Levelland, Tex., a party to the proceeding. Action Aug. 4.

Whitefish Bay, Wis.—Ch. 6 proceeding. FCC by separate Orders, (1) ordered that the supplement to opposition to Cream City Bcstg. Co. petition to dismiss application of Independent Television Inc. or in the alternative to enlarge issues, filed by Independent, be stricken as violative of Section 1.730 of Commission rules; granted request of Independent to amend its application to provide verification of application, and ordered Independent to forthwith file such amendment; (2) denied motion by Independent to strike a statement by Hearst Corp. in response to Independent's opposition to petition of Cream City to enlarge issues, and denied Cream City's said petition asking addition of issues to inquire into the good faith of Independent and to determine whether Independent's application was filed for the purpose of impeding, obstructing or delaying determination on Cream City and Hearst applications; (3) denied motion by Midwest Bcstg. Co. (permittee of WCAN-TV, ch. 25, Milwaukee, Wis.), a participant in the hearing, seeking enlargement of issues, and (4) denied petition by Hearst for reconsideration of Commission action granting Midwest status as a party intervenor with right to participate in the proceeding. Comr. Doerfer dissented on the last mentioned (4) action. Action July 28.

Thermopolis, Wyo., Mildred V. Ernst; Thermopolis Bcstg. Co.—FCC designated for consolidated hearing applications for new am stations, both seeking 1240 kc, 250 w, U; made KRAL Rawlins, Wyo., a party to the proceeding. Action Aug. 4.

Routine Roundup . . .

July 29 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner Thomas H. Donahue

On petition by San Francisco-Oakland Television Inc. advanced further hearing in re proceeding for ch. 2 in Oakland, Calif., from Aug. 9 to Aug. 3 (Dockets 8746 et al.).

Hatfield, Ind., Owensboro On The Air Inc.; Owensboro Publishing Co.—Continued to Aug. 12 the hearing in re ch. 9 (Dockets 10982-83).

By Hearing Examiner J. D. Bond

By memorandum opinion and order denied petition of The Toledo Blade Co. to amend its application for ch. 11 and rejected said amendment (Docket 11084 et al.).

Ordered that a further hearing conference shall be held Aug. 5 in this proceeding, which shall be governed by the terms of the order of this date.

By Hearing Examiner Millard F. French

Des Moines, Iowa, Cowles Bcstg. Co.; Murphy Bcstg. Co.—Denied petition of Cowles Bcstg. Co. for leave to amend its application for ch. 8 (Docket 8897-8900).

Springfield, Ill., Sangamon Valley Tv Corp.; WMAY-TV Inc.—On motion of Sangamon Valley extended from July 28 to Aug. 9 the time for filing responses to applicants' proposed findings in re proceeding for ch. 2 (Docket 10701-03).

By Hearing Examiner William G. Butts

Detroit, Mich., Booth Radio & Tv Stations Inc.—Rescheduled hearing in re ch. 50 to commence Aug. 3 (Docket 10660). (Action of 7/28).

By Hearing Examiner H. Gifford Irion

Granted motion of KEYS-TV Inc., Corpus Christi, Tex., for correction of the transcript in re ch. 10 (Docket 10556 et al.), as amended by joint response filed by K-Six Television Inc. and KEYS-TV Inc.

July 29 Applications

ACCEPTED FOR FILING

Modification of CP

KXXL Monterey, Calif., S. A. Cisler—Mod. of CP (BP-8076) as mod., which authorized new standard broadcast station for extension of completion date (BMP-6599).

KLZ Denver, Colo., LTF Bcstg. Corp.—Mod. of license to change name of licensee to Aladdin Bcstg. Corp. (BML-1596).

Remote Control

WWKY Winchester, Ky., Winchester Bcstg. Co.—(BRC-463).

KAVE Carlsbad, N. M., Carlsbad Bcstg. Corp.—(BRC-465).

WJPA Washington, Pa., Washington Bcstg. Co.—(BRC-466).

KGLM Chehalis, Wash., Mid-State Bcstg. Co.—(BRC-464).

Renewal of License

Applications for Renewal of Standard Broadcast License Filed

WWDC Washington, D. C., Capital Bcstg. Co.—(BR-144).

WCBM Baltimore, Md., Baltimore Bcstg. Corp.—(BR-150).

WJEJ Hagerstown, Md., Hagerstown Bcstg. Co.—(BR-814).

WPTX Lexington Park, Md., Patuxent Radio Inc.—(BR-2804).

WINX Rockville, Md., Montgomery County Bcstg. Co.—(BR-1905).

WTTR Westminster, Md., Carroll County Bcstg. Corp.—(BR-2848).

WINA Charlottesville, Va., Charlottesville Bcstg. Corp.—(BR-2346).

WSVS Crewe, Va., Southern Virginia Bcstg. Corp.—(BR-2297).

WVEC Hampton, Va., Peninsula Bcstg. Corp.—(BR-2141).

WLVA Lynchburg, Va., Lynchburg Bcstg. Corp.—(BR-780).

WMEV Marion, Va., Mountain Empire Bcstg. Corp.—(BR-2249).

WSIG Mt. Jackson, Va., Richard Field Lewis Jr.—(BR-2955).

WNOR Norfolk, Va., Norfolk Bcstg. Corp.—(BR-2271).

WLOW Portsmouth, Va., Commonwealth Bcstg. Corp.—(BR-1465).

WMBG Richmond, Va., Havens and Martin, Inc.—(BR-385).

WXGI Richmond, Va., Radio Virginia Inc.—(BR-1829).

WRIS Roanoke, Va., Roanoke Independent Bcstrs. Inc.—(BR-2801).

WSLS Roanoke, Va., Shenandoah Life Stations Inc.—(BR-1092).

WYVE Wytheville, Va., Dr. A. M. Gates tr/as Wythe County Bcstg. Co.—(BR-2348).

WCAW Charleston, W. Va., Capitol Bcstg. Corp.—(BR-1544).

WCHS Charleston, W. Va., The Tierney Co.—(BR-715).

WTIP Charleston, W. Va., Chemical City Bcstg. Co.—(BR-1428).

WMMN Fairmont, W. Va., Peoples Bcstg. Corp.—(BR-749).

WLOG Logan, W. Va., Clarence H. Frey and Robert O. Greever—(BR-1069).

WMOD—Moundsville, W. Va., Robert W. Munn—(BR-2559).

WOAY Oak Hill, W. Va., Robert R. Thomas Jr.—(BR-1495).

WEIR Weirton, W. Va., The Tri-State Bcstg. Co.—(BR-2553).

Application Returned

WCNU Crestview, Fla., H. French Brown and Charles C. O'Neal, Administrator of the estate of D. Grady O'Neal, Deceased, A Partnership d/b as Gulf Shores Bcstg. Co.—CP to increase power from 1 kw to 5 kw and install new transmitter. Engineering dated after Section I.

Modification of CP

KSWM-TV Joplin, Mo., Air Time Inc.—Mod. of CP (BPCT-1203) which authorized new tv station for extension of completion date to 11-23-54 (BMPCT-2314).

July 30 Decisions

ACTIONS ON MOTIONS

By Commissioner Frieda B. Hennock

Chief Broadcast Bureau—Granted petition to withdraw and dismiss petition requesting dismissal of the application of Key Bcstg. System Inc., Bay Shore, N. Y. (Docket 10379 et al.).

Chattanooga, Tenn., WDOD Bcstg. Corp.—Granted petition for extension of time to and including Aug. 30 in which to file exceptions to initial decision in re ch. 3 (Dockets 10438-39).

Chief Broadcast Bureau—Granted petition for extension of time to and including Aug. 6 in which to file exceptions to initial decision in re applications of Gulf Coast Bcstg. Co. and Baptist General Convention of Tex. for ch. 6 in Corpus Christi, Tex. (Dockets 10559-60).

KLIF Dallas, Tex., Trinity Bcstg Corp.—Granted petition for extension of time to and including Aug. 10 within which to file a reply to petition of Southland Industries Inc. (WOAI) to intervene in proceeding in re Docket 11024 et al.

Milwaukee, Wis., Midwest Bcstg. Co.—Granted petition for extension of time to and including Aug. 2 within which to file a reply to the opposition filed by Milwaukee Area Telecasting Corp. in proceeding re ch. 12 (Docket 10793).

Boston, Mass., Matheson Radio Co.—Granted petition for an extension of time to and including Aug. 4 within which to file a reply to oppositions to its petition for enlargement of issues filed by Broadcast Bureau, et al., in proceeding re ch. 5 (Docket 8739 et al.).

Chief Broadcast Bureau—Granted petition for an extension of time to and including July 28 within which to file comments in re petition for enlargement of issues filed by Mid-Florida Tv Corp. in re applications for ch. 9 at Orlando, Fla. (Docket 11081 et al.).

Sacramento, Calif., KCRA Inc.—Granted petition for an extension of time to and including Aug. 16 within which a reply brief to the exceptions of the other parties to the initial decision may be filed in re proceeding for ch. 3 (Dockets 10294-9012). (Action of 7/28).

Chief Broadcast Bureau—Granted petition for an extension of time to and including Aug. 9 within which exceptions may be filed to initial decision in re applications of KTBS Inc. and International Bcstg. Corp. for ch. 3 in Shreveport, La. (Dockets 10476-77). (Action of 7/23).

Ordered that the applications of Southern Calif. Bcstg. Co. (KWKW), Pasadena, Calif., et al., for am broadcast facilities (Dockets 6737 et al.), be removed from hearing and returned to the pending file until after conclusion of the hearings on clear channels and daytime skywave transmissions. (Action of 7/16).

July 30 Applications

ACCEPTED FOR FILING

KFOX Long Beach, Calif., Nichols and Warinner Inc.—Mod. of license to change name of licensee to KFOX Bcstg. Corp. (BML-1597).

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WJHP-TV Jacksonville, Fla., The Jacksonville Journal Co.—Mod. of CP (BPCT-1454) as mod., which authorized new tv station for extension of completion date to 10-3-54 (BMPCT-2334).

KACY (TV) Festus, Mo., Ozark Television Corp.—Mod. of CP (BPCT-1419) as mod., which authorized new tv station for extension of completion date to 12-30-54 (BMPCT-2335).

KCBD-TV Lubbock, Tex., Bryant Radio and Television Inc.—Mod. of CP (BPCT-1088) as mod., which authorized new tv station for extension of completion date to 9-30-54 (BMPCT-2332).

KOVO-TV Provo, Utah, KOVO Bcstg. Co.—Mod. of CP (BPCT-867) which authorized new tv station for extension of completion date to 2-2-55 (BMPCT-2333).

Remote Control

KWOS Jefferson City, Mo., Capital Bcstg. Co.—(BRC-467).

Renewal Application Returned

WWNR Beckley, W. Va., Rahall Bcstg. Co.—(BR-1290).

WNRV Narrows-Pearisburg, Va., H. J. Romanus tr/as Giles Bcstg. Co.—(BR-2854).

August 3 Decisions

BROADCAST ACTIONS

The Commission, by the Broadcast Bureau, took the following actions on the dates shown:

Actions of July 30

Granted License

WTTB Vero Beach, Fla., Tropics Inc.—Granted license for am station; 1490 kc, 250 w U (BL-5336).

WKY-TV Oklahoma City, Okla., WKY Radiophone Co.—Granted license covering change in facilities (BLCT-167); also granted license for aux. transmitter (BLCT-173).

Modification of CP

WXYZ-TV Detroit, Mich., WXYZ Inc.—Granted Mod. of CP to change type of antenna and other equipment; completion date 1-29-55 (BMPCT-2274).

KLZ-TV Denver, Colo., LTF Bcstg. Corp.—Granted Mod. of CP's to change corporate name to Aladdin Bcstg. Corp. (BMPCT-2327; BMPTP-6, BMPTS-35).

KLZ-FM Denver, Colo., LTF Bcstg. Corp.—Granted Mod. of license to change name to Aladdin Bcstg. Corp. (BMLH-76, BMLRY-106).

KLZ Denver, Colo., LTF Bcstg. Co.—Granted Mod. of license to change name to Aladdin Bcstg. Corp. (BML-1596).

KUSH San Diego to 2-23-55; WSTV-TV Steubenville, Ohio, to 9-30-54; WHO Des Moines, Iowa, to 11-18-54; WMEN Tallahassee, Fla., to 11-4-54; KLOQ Seattle to 2-3-55.

Actions of July 29

Remote Control

The following stations were granted authority to operate transmitters by remote control:

KWOS-FM Jefferson City, Mo.; WJPA Washington, Pa.; KAVE Carlsbad, N. M.; WTAD Quincy, Ill.; KWOS Jefferson City, Mo.

Modification of CP

The following were granted extension of completion dates as shown:

WSYR-TV Main and Aux. Syracuse, N. Y., to 2-28-55; KCBD-TV Lubbock, Tex., to 1-30-55; KSWM-TV Joplin, Mo., to 2-23-55; KOVO-TV Provo, Utah, to 2-2-55; WJHP-TV Jacksonville, Fla., to 2-3-55; KACY (TV) near Festus, Mo., to 1-30-55.

Actions of July 28

Granted License

KPIX San Francisco, Calif., KPIX Inc.—Granted license covering changes in existing tv station (BLCT-166).

KTTS-TV Springfield, Mo., Independent Bcstg. Co.—Granted license for tv station; ch. 10, ERP vis. 12.6 kw, aur. 63.1 kw (BLCT-174).

KTHS Little Rock, Ark., Radio Bcstg. Inc.—Granted license covering increase in power, installation of new transmitter, and change in transmitter and studio locations; 1090 kc, 50 kw, DA-N, U (BL-5324).

KRIS Corpus Christi, Tex., Gulf Coast Bcstg. Co.—Granted license covering auxiliary transmitter (BL-5366).

WHAS-TV Louisville, Ky., WHAS Inc.—Granted license covering changes in existing tv station (BLCT-152).

Modification of CP

WWNH Rochester, N. H., Strafford Bcstg. Corp.—Granted Mod. of CP to change type transmitter (BMP-6595).

Granted Mod. of CP's for extension of completion dates as shown:

WJLD Homewood, Ala., to 2-10-55; KETV (TV) Little Rock, Ark., to 12-29-54.

National Bcstg. Co., New York, N. Y.—Granted extension of authority to transmit programs to Stations CBL and CBM and other stations under control of the Canadian Bcstg. Corp. for the period beginning Sept. 15, 1954.

Actions of July 27

Granted License

WTAB Tabor City, N. C., Tabor City Bcstg. Co.—Granted license for am station; 1370 kc, 1 kw, D (BL-5365).

WSNY Schenectady, N. Y., Western Gateway Bcstg. Corp.—Granted license covering installation of an auxiliary transmitter (BL-5370).

KCNA Tucson, Ariz. The Catalina Bcstg. Co.—Granted license covering new aux. transmitter Daytime (non-DA) and Alternate Main Transmitter Nighttime (DA-N) (BL-5368).

WHGR Houghton Lake, Mich., Sparks Bcstg. Co.—Granted license for am station; 1290 kc, 1 kw, D (BL-5367).

Modification of License

KFBB Great Falls, Mont., Buttrey Broadcast Inc.—Granted Mod of license to change name to Wilkins Broadcast Inc. (BML-1594).

KRIO McAllen, Tex., Frontier Bcstg. Co.—Granted Mod. of license to change name to Valley Bcstg. Co. (BML-1593).

Granted CP

KRPL Moscow, Idaho, Latah County Bcstrs.—Granted CP to install new transmitter (BP-9379).

WNLA Indianola, Miss., Central Delta Bcstg. Co.—Granted request for cancellation of CP (BP-9315) which authorized installation of new transmitter.

Actions of July 26

Granted License

WTRC-FM Elkhart, Ind., Truth Pub. Co.—Granted license covering changes in licensed station (BLH-983).

KFBB Great Falls, Mont., Buttrey Broadcast Inc.—Granted license covering mounting of tv antenna on top of am tower; change transmitter location (redescription only) (BL-5344).

WORZ Orlando, Fla., Central Fla. Bcstg. Co.—Granted license covering installation of an aux. transmitter, using center (#2) tower (BL-5298).

WRIO Rio Piedras, P. R., The Master Bcstg. Corp.—Granted license covering increase in day power to 5 kw-LS and installation of new transmitter (BL-5321).

KSWM Joplin, Mo., Air Time Inc.—Granted license covering the mounting of tv antenna on top of new am tower, and for changes in antenna system (BL-5361).

WJPG Green Bay, Wis., Green Bay Newspaper Co.—Granted license covering increase in day power to 5 kw-LS, installation of new transmitter and for changes in daytime DA (BL-5339).

WEWS Cleveland, Ohio, Scripps-Howard Radio Inc.—Granted license covering auxiliary transmitter at main site of station WEWS (BLCT-139). Also granted Mod. of CP (BPCT-820 as mod.), to make changes in transmitting equipment; completion date 11-1-54 (BMPCT-2176).

Granted CP

WTAR-TV Norfolk, Va., WTAR Radio Corp.—Granted CP to use currently licensed transmitters and the antenna incorporated in (BMPCT-1051), at 720-24 Boush St., Norfolk, as aux. transmitters and antenna in connection with WTAR-TV, to operate on ch. 3; ERP vis. 28 kw, aur. 14 kw (BPCT-1873).

WGRE Greencastle, Ind. DePauw U.—Granted CP to make changes in licensed station to change transmitter location (BPED-257).

Modification of CP

The following were granted extension of completion dates as shown:

WAWZ-FM Zarephath, N. J., to 9-28-54; WLBR-TV Lebanon, Pa., to 2-26-55; WROW-TV Albany, N. Y., to 2-15-55; WTVO (TV) Rockford, Ill., to 2-24-55.

August 3 Applications

ACCEPTED FOR FILING

License for CP

KLX Oakland, Calif., Tribune Building Co.—License to cover CP (BP-9070) which authorized change from employing directional antenna day and night (DA-1) to directional antenna night only (DA-N) (910 kc) (BL-5378).

WWIT Canton, N. C., Western North Carolina Bcstrs. Inc.—License to cover CP (BP-9006) as mod. which authorized new standard broadcast station (BL-5380).

Modification of CP

WSTV-TV Steubenville, Ohio WSTV Inc.—Mod. of CP (BP-8968) as mod. which authorized erection of new tower, remove fm antenna, and change location 415 feet for extension of completion date (BMP-6603).

License for CP

WDXL Lexington, Tenn., Lexington Bcstg. Co.—License to cover CP (BP-8911) as mod. which authorized new standard broadcast station (BL-5376).

KNOW Austin, Tex., Pioneer Bcstg. Co.—License to cover CP (BP-9117) which authorized installation of new transmitter (BL-5372).

KNOW Austin, Tex., Pioneer Bcstg. Co.—License to use old main transmitter as auxiliary transmitter (BL-5373).

KGBT Harlingen, Tex., Harbenito Bcstg. Co.—License to cover CP (BP-9085) which authorized installation of new antenna and transmitter to be used for auxiliary purposes only (BL-5375).

KHFS Vancouver, Wash., Charles Weagant and Ralph Weagant d/b as Western Bcstg. Co.—License to cover CP (BP-8391) which authorized new standard broadcast station (BL-5379).

Renewal of License

WUST Bethesda, Md., Broadcast Management Inc.—(BR-1513).

Remote Control

WCLI Radio Corning Inc., Corning, N. Y.—(BRC-468).

KJIM Beaumont, Tex., KPBX Bcstg. Co.—(BRC-469).

Application Returned

Clifton, Ariz. (PO Henry Chester Darwin, Box 1394, Banning, Calif.) Henry Chester Darwin tr/as Darwin Bcstg. Co.—CP for new standard broadcast station on 1340 kc, 250 w and unlimited hours of operation.

WBRD Fort Lauderdale, Fla., Broward Bcstg. Co.—Mod. of CP (BP-8164) as mod. which authorized increase power; change hours of operation; installation of DA for day and night use and installation of a new transmitter for extension of completion date.

Remote Control

KWOS-FM Jefferson City, Mo., Capital Bcstg. Co.—(BRCH-103).

License for CP

KVOA-TV Tucson, Ariz., Arizona Bcstg. Co.—License to cover CP (BPCT-853) as mod. for new tv station (BLCT-223).

WTRF-TV Wheeling, W. Va., Tri-City Bcstg. Co.—License to cover CP (BPCT-437) as mod. for new tv station (BLCT-222).

Modification of CP

KUSH (TV) San Diego, Calif., Elliott L. Cushman—Mod. of CP (BPCT-1769) which authorized new tv station for extension of completion date to March, 1955 (BMPCT-2337).

(Continued on page 115)

ALLEN KANDER

Negotiator

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

1701 K St., N. W. • Washington 6, D. C., NA. 8-3233

Lincoln Building • New York 17, N. Y., MU. 7-4242

401 Georgia Savings Bank Bldg. • Atlanta 3, Ga., LAmar 2036

PROFESSIONAL CARDS

JANSKY & BAILEY INC.
Executive Offices
1735 De Sales St., N. W.
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 4-2414
Member AFCCE *

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE *

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. MO. 3-3000
Laboratories Great Notch, N. J.
Member AFCCE *

GEORGE C. DAVIS
501-514 Munsey Bldg. STerling 3-0111
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Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
Member AFCCE *

A. D. RING & ASSOCIATES
30 Years' Experience in Radio Engineering
Pennsylvania Bldg. Republic 7-2347
WASHINGTON 4, D. C.
Member AFCCE *

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE *

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C.
Member AFCCE *

FRANK H. McINTOSH
CONSULTING RADIO ENGINEER
1216 WYATT BLDG
WASHINGTON, D. C.
Metropolitan 8-4477
Member AFCCE *

RUSSELL P. MAY
711 14th St., N. W. Sheraton Bldg.
Washington 5, D. C. REpublic 7-3984
Member AFCCE *

WELDON & CARR
Consulting
Radio & Television
Engineers
Washington 6, D. C. Dallas, Texas
1001 Conn. Ave. 4212 S. Buckner Blvd.
Member AFCCE *

PAGE, CREUTZ, GARRISON & WALDSCHMITT
CONSULTING ENGINEERS
710 14th St., N. W. Executive 3-5670
Washington 5, D. C.
Member AFCCE *

KEAR & KENNEDY
1302 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE *

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108
Member AFCCE *

GUY C. HUTCHESON
P. O. Box 32 AR. 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
John A. Moffet—Associate
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE *

LYNNE C. SMEBY
"Registered Professional Engineer"
1 G St., N. W. EX 3-8073
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GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-
Electronics-Communications
1610 Eye St., N. W., Wash. 6, D. C.
Executive 3-1230—Executive 3-5861
(Nights-holidays, Lockwood 5-1819)
Member AFCCE *

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N. W., Wash., D. C.
Phone EMerson 2-8071
Box 2468, Birmingham, Ala.
Phone 6-2924
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ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
1 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
815 E. 83rd St. Hiland 7010
KANSAS CITY, MISSOURI

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg. NA. 8-2698
1420 New York Ave., N. W.
Washington 5, D. C.

CARL E. SMITH
CONSULTING RADIO ENGINEERS
4900 Euclid Avenue
Cleveland 3, Ohio
HEnderson 2-3177
Member AFCCE *

These Engineers . . .
ARE AMONG THE
FOREMOST
IN THE FIELD

QUALIFIED ENGINEERING
is of paramount importance in getting your station (AM, TV or FM) on the air and keeping it there

IF YOU DESIRE TO JOIN THESE ENGINEERS
in Professional card advertising contact
BROADCASTING ● TELECASTING
1735 DeSales St., N. W., Wash. 6, D. C.

Member AFCCE *

SERVICE DIRECTORY

Custom-Built Equipment
J. S. RECORDING CO.
1621 Vermont Ave., Wash. 5, D. C.
Lincoln 3-2705

COMMERCIAL RADIO MONITORING COMPANY
MOBILE FREQUENCY MEASUREMENT
SERVICE FOR FM & TV
Engineer on duty all night every night
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 75,956* Readers
—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
* 1953 ARB Projected Readership Survey

TO ADVERTISE IN THE
SERVICE DIRECTORY
Contact
BROADCASTING • TELECASTING
1735 DESALES ST., N.W., WASH. 6, D. C.

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Sales manager—5 figure financial opportunity and excellent future for real producer. Salary, liberal commission and travel expenses. Box 88E, B•T.

Sales manager wanted, network station. Preference given man who can announce. Must be good copywriter, strictly sober, dependable. Salary-commissions arrangement. Furnish complete data, photo, references. Box 99E, B•T.

Kentucky daytime 1 kw station wants manager with strong sales experience and managerial ability. No dreamers or drifters. Good salary and commission. Box 255E, B•T.

Salesmen

Radio salesman-announcer for estabished 1 kw southern indie. Good salary and commission if you are looking for a permanent position. Send qualifications, references, family status and salary expected. Box 163E, B•T.

Salesman. Metropolitan New York independent station. Experience required. Commission basis. Leads furnished. Lucrative market. Write Box 248E, B•T.

Salesman. Central N. Y. 1,000 watt independent. Salary plus commission. Must have experience, willing to work and produce sales. Excellent opportunity for right man. Box 251E, B•T.

Salesman at once, man or woman, 25% commission, 5000 watt, day and night. WKNK, Muskegon, Michigan.

Time salesman, 1,000 watts daytime independent; city 12,000 pop. Drawing account against commission. WWPG, Sanford, N. C.

Announcers

1st, combo engineers, announcers and salesmen that can sell. Ohio. Box 785D, B•T.

5,000w station located in Florida needs two personality DJ's, must have two or more years experience, pop and hillbilly, two first class engineers. Send complete details and tapes first letter. Box 201E, B•T.

Announcer with experience, strong on news and deejay for night work. Good salary. NBC metropolitan southern city. Send complete resume. Box 220E, B•T.

Play-by-play salesman wanted by a one kilowatt **southwest indie. Must be ready to begin August** 15. Talent, commission, salary. Include complete information and audition in first communication. Box 244E, B•T.

Experienced announcers. First phone preferred, not required. Good salary. Mississippi. Permanent. Box 245E, B•T.

Eastern Pennsylvania kw daytimer needs disc jockey announcer, experienced only. Box 264E, B•T.

Top announcer for top station in large midwestern market. Authoritative news, competent, friendly DJ work. Good commercial style. Excellent opportunity. Send background and tape. Box 278E, B•T.

Wanted at once: Good experienced announcer, interested in permanent position. Send tape, salary expected and complete details to Box 286E, B•T.

Help Wanted—(Cont'd)

Announcer and combo needed. 1,000 watt fulltime MBS station located in progressive Gulf Coast. Excellent opportunity for outstandinig announcer. Send photo and tape to KIOX, Bay City, Texas.

Personality announcer. Must be good. Include audition tape and past employers' names. WBUY, Lexington, N. C.

Experienced woman announcer-continuity writer capable handling well established participating show. Send photo, references, details of background. Save time by submitting tape which will be returned. WLAC Radio, Attn. General Manager, Nashville 3, Tennessee.

Top-notch sports play-by-play man for top sports minded 5 kw station to do football, basketball, daily sports show, etc. Good proposition for right man. Send tape, references, etc., to Program Director, WNXT, Portsmouth, Ohio.

Hillbilly DJ. Genuine, experienced. Good opportunity. Station increasing power. Send audition and application to WSLM, Salem, Indiana.

Staff announcer—immediately. No board. Great opportunity. Contact Meredith Griffing, Centerville, Iowa. Phone 131.

Technical

One kw daytimer in eastern Pennsylvania needs good combination staff announcer-first class engineer. Experience necessary . . . opportunity to advance to chief engineer! Salary open. Send reply to Box 90E, B•T.

Chief engineer-announcer. Salary open. Car necessary. Texas preferred. KBRZ, Freeport, Texas.

Transmitter maintenance man and assistance to chief engineer to do transmitter maintenance. Vacation relief on console for remote control 1,000 watt station. Low rent apartments at transmitter location. Salary open. Contact Don Morris, KRIS, Corpus Christi, Texas. Phone 4-6354.

First class engineer, suburban Chicago. Immediate. WEAW-AM-FM, Evanston, Ill.

Chief engineer before September 1. WWBG under construction. Installation experience preferred. Housing available. Call 31334, Bowling Green, Ohio.

Production-Programming, Others

Local newsman: Station which recognizes local news as most valuable asset, seeks newsman who feels same way. Must have solid reporting background and good voice. Good opportunity at financially sound independent. Box 726D, B•T.

Promotion man—Capable of originating sales ideas and directing research for newspaper, radio and tv markets both competitive and monopoly. Must have vision and ability to prepare special sales packages and make good personal appearance. Replies should include age, experience, salary bracket and general information all of which will be treated in the strictest confidence. Box 261E, B•T.

5,000 watt NBC station needs an experienced continuity writer, male or female. Pleasant working conditions, retirement income plan, insurance benefits. Send detailed letter, photograph, salary required, references, etc., to Doug Gary, KVGB, Great Bend, Kansas. Prefer someone from middle-west.

Copywriter, some experience—permanent, WVOS, Liberty, N. Y.

Television

Help Wanted

Managerial

A top-notch general manager for new uhf station in a substantial midwestern market. Unique opportunity and generous financial arrangement for an experienced man. Submit qualifications and references to Box 217E, B•T. Personal interview will follow.

Help Wanted—(Cont'd)

Manager. Aggressive, experienced, for growing tv-radio station. Box 226E, B•T.

Salesmen

Sales opening. Excellent opportunity for hustling salesman in new television market. Rich area, good potential. Salary plus commission. Radio or television sales background a must. Write or wire for interview. Manager, WTVO, Rockford, Illinois.

Technical

Tv-am engineer required by station in large midwestern city. Good salary to start, with periodic increases. Very finest equipment and excellent employee relationship. State education, experience, draft classification and provide a snapshot. Reply Box 237E, B•T.

Technical personnel for tv and am operation in a midwestern metropolitan market. First phone desirable, but not required. Please supply experience, education and a snapshot. Box 260E, B•T.

Position for tv transmitter and studio engineers (supervisors) for new midsouth vhf educational station. Extensive operation (with opportunity to continue education and pursue research work if desired). Send resume indicating experience, education and salary expected. Box 262E, B•T.

Production-Programming, Others

Southeastern vhf tv station needs young, energetic person with writing ability to handle audience-program promotion. Prefer television or radio background. Furnish complete details and salary expected, along with photograph. Box 112E, B•T.

Directors and cameramen for documentary films on town and cities—one hour productions—travel—experienced in reporting—permanent. Call Mason City, Iowa, 5420. New York City, Circle 6-4287. Box 282E, B•T.

Situations Wanted

Managerial

Excellent background of sound, profitable management in small, medium, large all-media markets. Mature, aggressive. Will invest from salary. P, O. Box 5031, Dallas, Texas.

Sincerely desire to relocate in single market station as manager. 13 years experience, all phases broadcasting. Have first phone. Available on short notice. Box 218E, B•T.

Assistant manager, program director. Twenty-nine years old with eight years experience, six with present network station in midwestern market over half a million. Prefer central or west Florida. Can do air work if needed. Outstanding references. Box 222E, B•T.

Experienced commercial manager, nine years experience all phases, including one year tv, interested in management. Box 239E, B•T.

Manager wants position with station in medium or small market. Eight years experience. Strong sales. Good newscaster, excellent references. Never fired. Age 37. Married. Three children. Dependable. Box 259E, B•T.

High type station manager-salesman would like good connection in southeast. Seventeen years experience. Box 280E, B•T.

Salesmen

Hard working, sober, reliable, honest salesman with best of references, wants chance to work up with right radio or tv. Experienced in all phases of radio-tv. Best in selling and copy. Sixteen years experience. Draw or straight salary, $125.00 week. Box 241E, B•T.

Announcers

Experienced announcer-sportscaster. Versatile in all phases. College grad., draft exempt. Presently with CBS affiliate. Top references. Box 119E, B•T.

Top-flight sports announcer desires college football play-by-play. 13 years experience. Currently broadcasting major league baseball. Air checks available. Outstanding references. Box 149E, B•T.

Spanish area. Announcer-newsman, programming, university graduate. Six years each, radio and Spanish. Objective: Fulfill Spanish radio desires by permanent residency, southwest. School town preferred. Box 150E, B•T.

Top sports announcer, can handle complete sports job; also staff work; five years radio and television, looking for position in either or both. Box 156E, B•T.

Rockum-sockum rhythm blues jockey. Sell top market. Personal interview. Box 160E, B•T.

Situations Wanted—(Cont'd)

Versatile announcer. Experienced newsman, DJ. Trained voice. First phone. Negro. Box 168E, B•T.

Announcer. Experienced both network and independent. some tv. College grad., married. Presently employed. Box 179E, B•T.

Staff-sports announcer. Four years play-by-play experience. Looking for good opportunity for fall season. Presently employed 5 kw independent. Tape and resume on request. Box 180E, B•T.

Sportscaster—radio or television. Experienced all play-by-play. Selling experience. Box 197E, B•T.

Announcer with four years experience, knowledge of board control, desires Florida location. Box 210E, B•T.

Experienced announcer, married, reliable and sober. Korean veteran, currently employed 10 kilowatter. seeks permanent position with bright prospects for the future. $70 minimum per week. Box 211E, B•T.

Announcer—experienced—DJ work, news, heavy on commercials. 3rd phone. Midwest. Box 212E, B•T.

Sports announcer, staff, experienced. Colorado, California, southwest. Married, veteran, 29. College. Presently employed. Must have play-by-play. $85.00. Box 213E, B•T.

Sports director. Experienced radio-television. Sales. College grad. Available September. Box 215E, B•T.

Sportscaster - newscaster - deejay - staff. Strong play-by-play. Three years experience. College graduate. Veteran. Seek staff connection heavy sports station or writer-announcer metropolitan sports staff. Tape, resume. Box 224E, B•T.

DJ—mambo, latino specialist—8 years radio, tv. Free lancing Pa., top audience pop, latin disc shows. Idea man, know music, show biz. Speak Spanish, Portuguese. Want DJ show, right metropolitan station. Box 230E, B•T.

Experienced, reliable announcer—dee jay desiring change with chance for advancement. Box 234E, B•T.

Experienced, 2½ years Los Angeles area. Desire staff position with larger station offering more potential. 26, married. Salary minimum $120 week. Box 235E, B•T.

Six years experience. Everything but play-by-play. Bill Dillner. Box 240E, B•T.

Announcer, experienced all phases. SRT graduate. Operate console. Well versed music, news, sports. Prefer New York State. Box 243E, B•T.

Local news-sports man (strong on staff, too) seeks permanent post. Newspaper background, 3 and a half years radio; married. Available now. Box 246E, B•T.

Progressive radio demands complete local sports coverage! There's long green in them thar thrills. Sports team consisting of former baseball umpire, play-by-play authority on all sports backed by network quality commercial man with selling voice. Any sport played with a ball is our meat and your gravy. Staff work secondary. If we can't inflate that local sports balloon by jabbers, nobody can. You hire . . . we perspire! Write Box 249E, B•T.

Versatile announcer, thoroughly trained all phases radio and tv. College grad., 27, strong news and commercials, stable and dependable. Salary secondary to opportunity. Box 250E, B•T.

Announcer, copywriter, pianist-organist-singer, desires position utilizing Aunt Nadine-Uncle Bob kiddie show. 30, married, 2 children. Box 252E, B•T.

Announcer, experienced, unlimited versatility, New York City resident. Will travel. Box 253E, B•T.

Experienced staff announcer . . . Good all-around man. Strong news—mature voice—sincere delivery—college, M.A.—single—big potential—top references. Tape. Box 254E, B•T.

Presently employed 1 kw am indie. Looking for change. Warm personality DJ, strong news, good commercial delivery. Excellent play-by-play all sports. Tapes available. Box 257E, B•T.

Situations Wanted (Cont'd)

Sports announcer—4 years experience in all phases—now employed. Desires year round sports program. Prefer midwest. Minimum $85.00. Box 258E, B•T.

Sportscaster-salesman. Exciting commercial delivery. Six years experience football, basketball, and baseball. Desire position with sports minded radio and television station. Let's share profits for fall and winter sports coverage. Personable disc jockey. Available immediately. Box 267E, B•T.

Negro DJ, jive, spirituals, some experience, tape, references. Travel anywhere. Box 273E, B•T.

Top announcer-first phone—eight years experience. Now employed, desires Florida station. Married, family, permanent. Box 274E, B•T.

Announcer, with seven years experience including production and programming, seeks permanency with large organization. Box 275E, B•T.

Good play-by-play. 5 years experience, 27. College football, basketball, with baseball tie-in. Former Big Ten football player. College grad—can deliver. Box 277E, B•T.

Announcer—seven months experience, third ticket. Dependabe, single, 24, travel. Box 287E, B•T.

Famous BBC Radio announcer and television MC now in Canada wishes to travel U. S. Accept work anywhere. Bedroom voice. Real novelty. Age 33. Unmarried. Box 290E, B•T.

General staff—limited experience, versatile, ambitious, hard working. Available now, salary secondary, tape and resume. Don Barton, 26 Linden Street, Brooklyn 21, N. Y.

Straight staff, good commercials, news and sports. Platter personality, control board, light experience. Married, reliable. Settle permanently. Resume, tape, references. Richard Bunn, 1157 38th Street, Brooklyn 18, N. Y.

Light experience—available immediately—need break. Ray Cascone, 85 Hillside Ave., Mt. Vernon, New York.

Staff, news, sports, DJ, capable, industrious, 23 years, veteran, travel, tape, resume. Frank Dana, 240 Dahill Road, Brooklyn, N. Y. Ulster 4-9294.

Staff announcer—strong on news, DJ, commercials—operate board. Prefer midwest. Vet, single. Personal data. Charles Davis, 1212 W. Hubbard Street, Chicago 11. Taylor 9-9744.

Announcer-disc jockey personality—good commercial sense—able news and sports. Young—veteran—single—capable potential—travel—resume—tape. Tony Day, 944 McDonald Ave., Brooklyn, N. Y. UL 3-0281.

Announcer-staff-commercials, sports, strong news, capable, ambitious veteran, limited experience, desires permanent connection, resume, tape, travel. Len Dimino, 78 Lander Street, Newburgh, New York. 4633-J.

Situations Wanted—(Cont'd)

Top morning man and staff announcer with eight years experience in major markets. No drifter or drinker. Seeking position within 150 miles of New York City. James Ewing, 64 Concourse East, Brightwaters, New York.

Announcer, experienced. All-around newscaster, dee jay and sports. Will go anywhere. Tape and photo available. Bob James, 102 West Oakhill Drive, Palatka, Florida.

All-around staff announcer—programming, continuity, commercial writing. Handle board, third class license. Murray Langer, 70 Parkway North, Yonkers, New York.

Announcer-station staff—news, commercials, sports, control board platter shows, light experience, good potential—single, steady, veteran, travel, tape. Frank Luce, 829 Kent Ave., Brooklyn 5, New York. UL 7-4847.

Top-flight program director-announcer. Familiar with all phases of radio-sales-programming-sports-traffic. Married. Best reference is present employer. Michael Novello, Radio Station WANT, Richmond, Virginia. Phone 3-8368.

Staff announcer—all phases including special events, sports, news, commercials, handle board, taping, married, vet. Bob Peattie, 1 Cummings Street, New York. LO 7-9321.

Announcer-station staff-DJ, news, sports, commercials, light experience, strong potential—single, veteran. Reliable, travel, tape, resume. Bob Seymour, 1444 Park Place Brooklyn, N. Y. IW 7-0247.

Combination announcer-engineer. Experienced independent and network operation. Minimum $75.00. 2225½ 2nd Street S. W., Rochester, Minnesota.

Technical

Experienced 1st phone engineer wishes to relocate in or near New York City. Box 145E, B•T.

Engineer—first class license, experienced, reliable—desires position, with opportunity for advancement, in Washington, Oregon or Idaho. Available after two weeks notice. Box 214E, B•T.

Are you building, am-fm-tv? 13 years experience, including 5 as consultant. Desire permanent position as chief engineer. Box 219E, B•T.

6 years engineering experience, am all phases—tv xmtr, studio, microwave relay. No vacation reliefs. Box 232E, B•T.

Engineer, 15 years experience all phases broadcast-am-fm-tv. Box 289E, B•T.

First phone, no broadcast experience, electronic courses, two colleges, twenty years repairing, could teach theory, wants transmitter engineer position, Berkheimer, 229 West Prospect, Pittsburgh 5, Pa.

(Continued on next page)

AVAILABLE IMMEDIATELY
TELEVISION TRANSMITTER

RCA-TT5A Transmitter, Channel 7-13, perfect condition. Also console, diplexer, dummy load, RCA six (6) bay antenna and tower.

Make offer for lot or part. Terms can be arranged.

Bremer Broadcasting Corp.
1020 Broad Street
Newark 2, New Jersey

Situations Wanted—(Cont'd)

Engineer, 1st phone, amateur. AF vet. Age 27. Single, reliable. With car. No announcing experience. Willing to learn. West Coast preferred. Photos. Ben Favrholdt, 93rd ARS, Castle AFB, California.

Production-Programming, Others

Writer engineer: First ticket. Announce, sell; will send sample of copy that sells. Box 229E, B•T.

Mature program director; family man, age 31, desires challenging position. 7 years experience from ground up. $100 minimum. Box 236E, B•T.

Experienced copywriter-announcer with references desires permanent location offering opportunity for some real writing. Have extensive knowledge of music, recordings, production spots and operate board. Am 26, single and ready to travel for good offer. Box 247E, B•T.

President's man Friday! Created, promoted, produced every type program. Arranged spectacular special events, publicity and commercial cooperative features. Now employed. Exceptional background. Box 269E, B•T.

Copywriter-announcer: Thoroughly experienced radio-tv man. Now employed. Handle control board. Have working knowledge of radio-tv sales and program promotion. Qualified cartoonist for tv weather show. Recommendations and resume. Box 281E, B•T.

Top-flight production man, twelve years experience, excellent references, college educated, family, prefer personal interview. Northeast. Box 284E, B•T.

Writer-announcer. Available immediately. Single girl, 22. College degree, speech and English, special honor graduate. Acting experience. Prefer midwest. Mary Ellen Cristgau, Byron, Minn.

Young woman with good secretarial background, flair for copy, graduate Cambridge School of Radio-Tv Broadcasting, seeks diversified position. Available immediately—anywhere. Mari Garr, 425 Lester Street, Leonia, New Jersey.

Television

Situations Wanted

Managerial

Tv executive-manager-commercial manager, station director. Radio and tv experienced. Through hearing, construction and now running successful operation. Finest references, details on request, personal interview possible. Family man. Box 73E, B•T.

I will exchange qualified executive ability (attested to by previous and present employers) for top management opportunity. Presently general manager of tv station in one of nation's largest markets. Logical reason for relocating. 13 years in the industry, 7 in management. References and biography on request. Available for interview. Box 291E, B•T.

Salesmen

Commercial manager—tv station—small market, experienced all phases, interested in proposition affording greater financial possibilities. Box 238E, B•T.

Technical

Experienced first phone operator. 10 years all phases am-fm, last 6 as chief. Age 29, married, family, good habits, capable. Completely reliable. Desire permanent employment as transmitter operator with tv or well established am. Box 994D, B•T.

Tv engineer, 33, married, 6 years experience studio, xmtr; emphasis maintenance. Capable, reliable, cooperative, presently assistant chief. Seeking chief, small; assistant chief or maintenance, medium station. Penna. or N. Y. Also extensive am, fm maintenance. Reply Box 225E, B•T.

Experienced network affiliate, cameraman—all studio operations. Have excellent references. Box 276E, B•T.

Attention tv-am grantees or established "live wire" stations: 1st class engineer, 13 years solid background all phases am, network master control, directional arrays, 4 years tv operations, maintenance and construction, desires permanent position at supervisory or executive level. If you demand top efficiency, technical "know-how," plain hard work and have a salary to match, let's get down to business. John B. Ledbetter, KCKN, 901 N. 8th, Kansas City, Kansas. Phone DR 4300 or NI 2464.

Draft exempt veteran, first phone, announcer; radio experience. Fully trained, television (Hollywood, California). Prefer east, southeast. Box 193, Sebring, Florida.

Situations Wanted—(Cont'd)

Production-Programming, Others

Television film director-buyer-supervisor. Ten years California film experience—color. Now employed eastern uhf. Purchased equipment, placed film dept. in operation. Practical experience film buying, programming, screening, sound cutting, splicing, shading. Some boom work. Top references. Box 187E, B•T.

Producer-director-supervisor. 4½ years experience in tv. Steady, reliable, excellent references. Box 221E, B•T.

Nutmegger misses New England! Strong television-radio-theatre-sales background. Currently employed as television production supervisor in one million set market in midwest. Desire similar position with vhf outlet anywhere in New England. Top references, married. Contact now for either immediate opening or for future plans. Box 231E, B•T.

Program-production manager-director—employed. Created, promoted, aired 100 weekly features, network, independent, international background. Box 268E, B•T.

Attention—Dallas, west! Top tv production manager wants to settle in west, northwest, coast. 4 years commercial tv; network, local, studio remote. Presently major network tv station. News, musicals, dramatic, audience participation, film production and procedure; agency contacts. Lighting and special devices expert. Commercial conscious. Initiative. 10 years radio, all phases. Excellent references. 31, married, veteran, MA, BS. Box 270E, B•T.

Five years radio. Program director, announcer, salesman, graduate tv school, desire opportunity as director, stage manager, salesman or combination. Top references. Box 271E, B•T.

Copywriter-announcer: Thoroughly experienced radio-tv man. Now employed. Handle control board. Have working knowledge of radio-tv sales and program promotion. Qualified cartoonist for tv weather show. Recommendations, resume. Box 283E, B•T.

All-round man. Stress production, direction. Also write, edit, special events, film, announcing, technician. Twelve years experience, excellent references. Northeast. Box 285E, B•T.

For Sale

Stations

All or part of new am station in 10,000 population town, central USA to experienced broadcaster. Box 256E, B•T.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold Theatre Exchange, Licensed Brokers, Portland 22, Oregon.

Equipment, etc.

300 ft. Blaw-Knox H-40 heavy duty tv tower. In storage, never erected. Box 964D, B•T.

BC1A G.E. two channel audio consolette. In storage, never used. Box 965D, B•T.

For Sale: 500 watt am composite transmitter. Excellent condition. Make offer. Box 228E, B•T.

7 Blaw Knox type CN 229' self-supporting, insulated towers. May be erected non-insulated. Available as a package, match-marked for re-erection. Contact John M. Sherman, WCCO-TV, 50 South 9th Street, Minneapolis, Minnesota.

Gates BC-250-D am transmitter, perfect condition, with Sola voltage regulator, $1,500.00, Harlan. Radio Station WHLN, Harlan, Kentucky.

Two Presto 8-N tables complete with 1-C cutters and 190A equalizers mounted in wooden cabinets. Presto 85-B recording amplifier and 60B switching unit. Excellent condition. State price offered. Tele Broadcasters, 41 East 42nd Street, New York, N. Y.

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, Conelrad frequencies, crystal, regrinding etc., fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Texas. Phone Prospect 3-3901.

3 speed kit converts Presto 10-A turntables for instant selection of 33-45-78 rpm. Prepaid or C.O.D., $17.50. Lee Electronics, Wilmington, N. C.

Equipment bargain, one Navy model TAB-6 radio transmitter complete. Can be easily modified to FCC specs for commercial use. $400.00 plus shipping costs. R. G. Blaskow, Box 2468, Birmingham 1, Ala.

Wanted to Buy

Stations

Want to buy or lease radio station in Georgia, Florida or Alabama. Immediate possession desired. All replies confidential. Box 223E, B•T.

Radio station or CP in or near metropolitan market. Attention—stations in the red. Box 279E, B•T.

Equipment Etc.

Channel 12 used 5kw transmitter and 12 bay antenna. Cameras, synch generator, power supplies, projectors, etc. Box 136E, B•T.

Wanted . . . self-supporting tower approximately 345 feet . . . Blaw Knox type H-40 or equivalent, capable supporting six bay channel 4 tv antenna and any tv equipment in good condition. Box 288E, B•T.

Wanted used broadcasting transmitter. 250 or 1000 watts. Write Chief Engineer, KSWI, or call 4041 Council Bluffs, Iowa.

Wanted . . . All equipment for new channel 7 station including 5 or 10 kw transmitter and associated equipment, 500 foot tower, 12 section antenna, film and studio cameras audio and master controls. STL and remote link. What have you? Dixie Network, Jackson, Tennessee.

Wanted, consolette, limiter, monitors. Write, C. A. Sprague, 658 Lydia, N.E., Grand Rapids, Mich.

Instruction

FCC operator license quickly. Individualized instruction correspondence or residence. Free brochure. Grantham, 6064 Hollywood Blvd., Hollywood, California.

Television

Help Wanted

Production-Programming, Others

LEADING TV STATION

HAS OPENING FOR

PROMOTION DIRECTOR

This CBS affiliated TV station in one of the top ten Eastern markets in the country has immediate opening for an experienced promotion-publicity manager. Send full details first letter, including salary requirements. All replies confidential.

BOX 265E, B•T.

Situations Wanted

Managerial

ATTENTION!

Available Vice President & General Manager for Radio and Television station. Outstanding contacts in national field, strong on sales & know-how in production. Age 37 with college education & professional theatre training, plus television. With present firm as VP & GM since 1949. 5kw network radio station and constructed UHF television station in 1953, actually constructed two UHF's in my company in large metropolitan markets. Desire similar position in larger market with larger radio station and VHF television. Also would consider position as VP & GM to construct new VHF if in large key market. All replies in confidence. Box 242E, B•T.

Situations Wanted—(Cont'd)

Announcers

HILLBILLY DISC JOCKEY

Hillbilly disc jockey, now employed, would like to make a change. . . . I have 10 years experience, and can sell your sponsors' products. Presently employed also with special show that will sell. Am drawing 2500 letters a year. Am no slouch, have held same sponsor for five years, SOBER, wide awake, also handle promotions, etc. Married, two children. Offers under $100.00 per week will not be answered. PREFER SOUTH. Box 227E, B•T.

SINGING DISC JOCKEY

. . . for aggressive Radio-TV station. If you want to build the top show in town, let me show you what I've been doing for 5 years, in highly competitive market.

Box 233E, B•T.

DISC JOCKEY

. . . with national reputation. Now in one of America's 10 largest markets. No hyperthyroid but friendly, humorous programming. Commercial voice on many national spots. Versatile, 12 years background radio and agency. 5 years TV. In early 30's, stable, civic minded. Not interested in sinecure, but do want to spend more time with my family in pleasant community. Presently doing 3 hours daily radio, 4 shows week, TV. Interested only in established here-to-stay organization with possibility administrative work now or later. Finest references ALL past employers.

Box 272E, B•T

Television

Situations Wanted

Managerial

Mr. General Manager

Do you need an executive assistant? An experienced, capable, dependable administrator to take the details and excess load off your back; a commercial manager who will produce nationally and regionally; who can build a productive local sales operation. If you do . . . I'm your man.

Box 216E, B•T.

3 TOP TV EXECUTIVES
(UHF and VHF Experience)

1. A roll up the sleeve, hard hitting General Sales Manager, with proven record—Local-Regional-National Sales. Experience fourteen years of industry background.
2. TV Program Director—production and directoral. Experience cost-conscious, untiring effort, handled network shows—Six years business know-how.
3. Administrator—Comptroller, network and local know-how to save. Twenty-five years of diversified experience.

Here's team to assure successful TV operation. No need to spend monies for consultants. Financially stable respondents only need inquire. Presently employed by one of nation's high powered stations. Willing to make change.

Box 266E, B•T

(Continued from page 110)

August 4 Decisions

ACTIONS ON MOTIONS

By Commissioner Frieda B. Hennock

Chief Broadcast Bureau—Granted extension of time to and including July 12 within which to file an opposition to appeals from an Examiner's ruling excluding certain depositions filed by WREC Bcstg. Service and WMPS Inc., applicants for ch. 3 in Memphis, Tenn., on June 22 (Dockets 10761-62) (Action of 7/29).

Portland, Ore., Westinghouse Radio Stations Inc.—Granted petition for withdrawal of its petition for clarification of order filed by them on June 2 in re proceeding for ch. 8 (Dockets 9138 et al.), and said petition was dismissed (Action of 7/20).

For Sale

Equipment Etc.

RECORD BARGAIN

Station WTXL has discontinued all Western, Hillbilly programs. Our entire 78 RPM library of 2,500 records for sale. Perfect condition. $500.00. FOB, Springfield, Mass. Write, wire or Phone Springfield 9-4768 at once. Lawrence A. Reilly, General Manager, WTXL, W. Springfield, Mass.

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

Miscellaneous

LABE B. MELL
Television
Management—Operations
Programming
Consultant
South Florida Television Corp.
310 95th St. Miami Beach, Fla.

Employment Service

BROADCASTERS
EXECUTIVE PLACEMENT SERVICE
Executive Personnel for Television and Radio
Effective Service to Employer and Employee
HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

By Hearing Examiner Herbert Sharfman

Evansville, Ind., Evansville Television Inc.—By Memorandum Opinion and Order granted petition for leave to amend its application for ch. 7 and reopen the record; said amendment to show certain changes resulting from death of George R. Bayard, one of stock subscribers, was accepted and the record thereupon closed; parties may file supplemental proposed findings with respect to the facts of record affected by this action within five days of the release of this Memorandum Opinion.

WICU (TV) Erie, Pa., Dispatch Inc.—By reason of the issuance of the Commission's Memorandum Opinion and Order of July 29 ordered that the Examiner's ruling of July 21 insofar as it directs the parties to exchange memorandum of law by Aug. 6, and schedules oral argument on Aug. 9, is rescinded (Docket 11048).

By Hearing Examiner Fanney N. Litvin

Issued by Order further correcting the record in proceeding re applications of The Travelers Bcstg. Service Corp. and Hartford Telecasting Co. for ch. 3 in Hartford, Conn. (Dockets 8621, 10699).

By Hearing Examiner Annie Neal Huntting

Scheduled a pre-hearing conference for Aug. 9 in re applications of Mercer Bcstg. Co., Trenton, N. J., et al. (Dockets 10931 et al.).

August 4 Applications

ACCEPTED FOR FILING

Remote Control

KGHI Little Rock, Ark., KGHI Bcstg. Service—(BRC-472).

WQBC Vicksburg, Miss., Delta Bcstg. Co.—(BRC-473).

WMID Atlantic City, N. J., Mid-Atlantic Bcstg. Co.—(BRC-470).

WDXN Clarksville, Tenn., Clarksville Bcstg. Co.—(BRC-471).

Renewal of License

WHIS Bluefield, W. Va., Daily Telegraph Printing Co.—(BR-757).

Application Returned

WOND Pleasantville, N. J., Pioneer Bcstrs. Inc.—Voluntary transfer of control of licensee corporation to Harlan G. Murrelle and Associates.

WINK-TV Fort Myers, Fla., Fort Myers Bcstg. Co.—Mod. of CP (BPCT-875) as mod., which authorized new tv station for extension of completion date to 12-11-54.

AFRS Stations Listed

ARMED Forces Radio Service broadcast stations using more than 100 w power within the region covered by the North American Regional Broadcasting Agreement now are being listed by FCC in NARBA notifications to signatory nations. The AFRS assignments, the Commission explained, are on the basis of non-interference to any regular commercial station. The AFRS station would cease operation if a commercial outlet were granted on the same channel.

Top Network VHF-TV
and
Dominant AM Radio Station
$1,250,000.00

We believe this is one of the very exceptional AM-TV opportunities in America. Both stations blanket and dominate a large market of more than 500,000 persons. The TV is fairly new but operating in the black; the AM has a long record of consistent profits. Very valuable real estate included. Liberal financing.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY
RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
Washington Bldg.	Tribune Tower	235 Montgomery St.
Sterling 3-4341-2	Delaware 7-2755-6	Exbrook 2-5672

NOVEMBER, 1953 — M and M Candies, through their agency, Roy S. Durstine, Inc., buys the half-hour Saturday morning kid show "Johnny Jupiter" on WSM-TV.

APRIL, 1954 (6 mos. later)—M and M's business up 250% in this area, with jobber orders up as much as 600% in some cases.

Don't take our word for it. Ask O. B. O'Bryant, M and M's District Representative here. Then steer your clients with drooping sales and dragging inventories to Irving Waugh or any Petry man for the full story of WSM-TV sales boosting potentials.

Channel 4
WSM TV
NASHVILLE

TELESTATUS

August 9, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations in *italics* are grantees, not yet operating.

ALABAMA

Birmingham—
►WABT (13) NBC, ABC, DuM; Blair; 260,000
►WBRC-TV (6) CBS; Katz; 245,090
WJLN-TV (48) 12/10/52—Unknown
Decatur†—
►WMSL-TV (23) Walker
Dothan†—
WTVY (9) 7/2/54-12/25/54
Mobile†—
►WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 72,500
WKAB-TV (48) See footnote (d)
The Mobile Tv Corp. (5) Initial Decision 2/12/54
Montgomery—
►WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 32,400
WSFA-TV (12) NBC; Headley-Reed; 3/25/54-9/15/54
Munford†—
*WEDM (*7) 6/2/54-Unknown*
Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
►KVAR (12) NBC, DuM; Avery-Knodel; 95,300
Phoenix—
►KOOL-TV (10) ABC; Hollingbery; 96,300
►KPHO-TV (5) CBS, DuM; Katz; 95,300
KTVK (3) 6/10/54-Unknown
Tucson—
►KOPO-TV (13) CBS, DuM; Forjoe; 28,031
►KVOA-TV (4) ABC, NBC; Raymer; 28,031
Yuma†—
►KIVA (11) NBC, DuM; Grant; 18,848

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown
Fort Smith†—
►KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500
KNAC-TV (5) Rambeau; 6/3/54-1/1/55
Hot Springs†—
KTVR (9) 1/20/54-Unknown
Little Rock—
►KARK-TV (4) NBC, DuM; Petry; 74,851
KETV (23) 10/30/53-Unknown
►KATV (7) (See Pine Bluff)
Pine Bluff†—
►KATV (7) ABC, CBS; Avery-Knodel; 74,365
Texarkana—
►KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

Bakersfield—
►KBAK-TV (29) ABC, DuM; Forjoe; 68,000
►KERO-TV (10) CBS, NBC; Avery-Knodel; 128,595
Berkeley (San Francisco)—
►KQED (*9)
Chico—
►KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 42,220
Corona†—
KCOA (52), 9/16/53-Unknown
El Centro†—
KPIC-TV (16) 2/10/54-Unknown
Eureka†—
►KIEM-TV (3) ABC, CBS, NBC, DuM; Blair; 14,800
Fresno—
KBID-TV Fresno (53). See footnote (d)
►KJEO-TV (47) ABC, CBS; Branham; 123,354
►KMJ-TV (24) CBS, NBC; Raymer; 100,444
Los Angeles—
KBIC-TV (22) 2/10/52-Unknown
►KABC-TV (7) ABC; Petry; 1,861,132
►KCOP (13) Katz; 1,861,132
►KHJ-TV (9) DuM; H-R;; 1,861,132
►KNBH (4) NBC; NBC Spot Sls.; 1,861,132
►KNXT (2) CBS; CBS Spot Sls.; 1,861,132
►KTLA (5) Raymer; 1,861,132
►KTTV (11) Blair; 1,861,132
►KTHE (*28)
Modesto†—
KTRB-TV (14) 2/17/54-Unknown
Monterey†—
►KMBY-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 385,234
Sacramento—
KBIE-TV (46) 6/26/53-Unknown
►KCCC-TV (40) ABC, CBS, NBC, DuM; Weed; 106,500
KCRA Inc. (3) Initial Decision 6/3/51
McClatchy Bcstg. Co. (10), Initial Decision 11/6/53

New Starters

The following tv stations are the newest to have started regular operations:

WPBN-TV Traverse City, Mich. (ch. 7), Aug. 1.

KXJB-TV Valley City, N. D. (ch. 4), Aug. 1.

WKBT (TV) La Crosse, Wis. (ch. 8), Aug. 1.

Salinas†—
►KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
San Diego—
►KFMB-TV (8) ABC, CBS, DuM; Petry; 245,167
►KFSD-TV (10) NBC; Katz; 245,167
KUSH (21) 12/23/53-Unknown
San Francisco—
KBAY-TV (20), 3/11/53-Unknown (granted STA Sept. 15)
►KGO-TV (7) ABC; Petry; 970,180
►KPIX (5) CBS, DuM; Katz; 970,180
►KRON-TV (4) NBC; Free & Peters; 970,180
►KSAN-TV (32) McGillvra; 47,000
San Jose†—
KQXI (11) 4/15/54-Unknown
San Luis Obispo†—
►KVEC-TV (6) DuM; Grant; 67,786
Santa Barbara—
►KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 453,692
Stockton†—
►KTVU (36) NBC; Hollingbery; 110,000
KOVR (13) Blair; 2/11/54-9/3/54
Tulare (Fresno)—
►KVVG (27) DuM; Forjoe; 150,000

COLORADO

Colorado Springs—
►KKTV (11) ABC, CBS, DuM; Hollingbery; 46,221
►KRDO-TV (13) NBC; McGillvra; 36,000
Denver—
►KBTV (9) ABC; Free & Peters; 227,882
►KFEL-TV (2) DuM; Blair; 227,882
►KLZ-TV (7) CBS; Katz; 227,882
►KOA-TV (4) NBC; Petry; 227,882
*KRMA-TV (*6), 7/1/53-1954*
Grand Junction†—
►KFXJ-TV (5) NBC, DuM; Holman; 3,000
Pueblo—
►KCSJ-TV (5) NBC, Avery-Knodel; 48,587
KDZA-TV (3). See footnote (d)

CONNECTICUT

Bridgeport—
*WCBE (*71) 1/29/53-Unknown*
►WICC-TV (43) ABC, DuM; Young; 72,340
Hartford†—
*WCHF (*24) 1/29/53-Unknown*
WGTH-TV (18) H-R; 10/21/53-8/15/54
New Britain—
►WKNB-TV (30) CBS; Bolling; 176,068
New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
►WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032
New London†—
WNLC-TV (26) 12/31/52-Unknown
Norwich†—
*WCNE (*63) 1/29/53-Unknown*
Stamford†—
WSTF (27). 5/27/53-Unknown
Waterbury—
►WATR-TV (53) ABC; Stuart; 140,800

DELAWARE

Dover†—
WHRN (40), 3/11/53-Unknown
Wilmington—
►WDEL-TV (12) NBC, DuM; Meeker; 223,029
WILM-TV (83), 10/14/53-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Station
KRLD TV
Dallas
Covers the Largest
TELEVISION
MARKET
Southwest
with
MAXIMUM
POWER
100,000 Watts Video
50,000 Watts Audio
DALLAS and
FORT WORTH
More than a Million
urban population in the
50-mile area
More than TWO MILLION
in the 100-mile area
NOW
393,971
TELEVISION HOMES
IN KRLD-TV'S
EFFECTIVE COVERAGE
AREA
EXCLUSIVE CBS
TELEVISION OUTLET FOR
DALLAS-FORT WORTH
AREAS
This is why
KRLD-TV
is your best buy
Channel 4 Represented by
The BRANHAM Company

The Greatest Draw In Wichita!.....

"BAR-16 RANCH" with "Cheyenne"

"BAR 16"	STATION "A"
Mon. – 24.9	17.8 (Amos & Andy)
Tue. – 15.7	16.2 (Superman)
Wed. – 25.4	10.3 (Kit Carson)
Thur. – 21.6	11.9 (Hopalong Cassidy)
Fri. – 24.9	5.4 (Range Rider)

*Source: ARB, April '54.

Plus Value!.....

"Bar 16" had a cumulative rating of 48.6* for the week April 8 thru April 14!

Cheyenne, popular local personality combines top western movies with his own special brand of yarn-spinning to give "Bar 16" a double barreled pull!

See PETRY For Regional and National Participations!

KEDD

WICHITA KANSAS

NBC • ABC

REPRESENTED BY

Edward Petry & Co., Inc.

FOR THE RECORD

DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 595,600
► WNBW (4) NBC; NBC Spot Sls.; 628,000
► WTOP-TV (9) CBS; CBS Spot Sls.; 600,000
► WTTG (5) DuM; Blair; 612,000
WOOK-TV (50) 2/24/54-Unknown

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown

Daytona Beach†—
WMFJ-TV (2) 7/8/54-7/1/55

Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 148,000
► WITV (17) ABC, DuM; Bolling, 107,200 (also Miami)

Fort Myers†—
► WINK-TV (11) ABC; Weed; 8,000

Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 53,374
► WMBR-TV (4) ABC, CBS, DuM; CBS Spot Sls.; 261,000
WOBS-TV (30) Stars National; 8/12/53-March '55.

Miami—
WMIE-TV (27) Stars National; 12/2/53-9/30/54
*WTHS-TV (*2), 11/12/53-Unknown*
► WTVJ (4) ABC, CBS, NBC, DuM; Free & Peters; 254,700
WMFL (33), 12/9/53-Unknown
► WITV (17) See Fort Lauderdale

Orlando—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair

Panama City†—
► WJDM (7) ABC, NBC; Hollingbery; 10,250

Pensacola†—
► WEAR-TV (3) ABC; Hollingbery; 64,000
► WPFA (15) CBS, DuM; Young; 26,273

St. Petersburg—
► WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 81,000

Tampa†—
Tampa Times Co. (13), Initial Decision 11/30/53
WFLA-TV (8) Blair; Initial Decision 7/13/53

West Palm Beach—
WEAT-TV (12) Walker; 2/18/54-Nov. '54
► WIRK-TV (21) ABC, DuM; Weed; 31,485
WJNO-TV (5) NBC; Meeker; 11/4/53-8/22/54 (granted STA June 29)

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000

Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 391,347
► WLWA (11) ABC; Crosley Sls.; 330,000
► WSB-TV (2) NBC; Petry; 413,235
WQXI-TV (36), 11/19/53-Summer '54

Augusta—
► WJBF-TV (6) ABC, NBC, DuM; Hollingbery; 100,260
► WRDW-TV (12) CBS; Headley-Reed; 98,400

Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 64,441
► WRBL-TV (4) CBS; Hollingbery; 73,647

Macon—
► WNEX-TV (47) ABC, NBC; Branham; 34,662
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 75,593

Rome†—
► WROM-TV (9) Weed; 103,514

Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel; 46,760
WSAV Inc. (3) Initial Decision 3/31/54

Thomasville†—
WCTV (6), 12/23/53-Unknown

Valdosta†—
WGOV-TV (37) Stars National; 2/26/53-9/1/54

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS, DuM; Free & Peters; 34,665
► KIDO-TV (7) ABC, NBC, DuM; Blair; 33,000

Idaho Falls—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 26,500
KIFT (8) ABC; Hollingbery; 2/26/53-Nov. '54

Nampa†—
KTVI (6) 3/11/53-Unknown

Pocatello†—
KISJ (6) CBS; 2/26/53-November '54
KWIK-TV (10) ABC; Hollingbery; 3/26/53-Nov. '54

Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-Sept. '54

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) CBS, DuM; Weed; 250,000

Bloomington†—
► WBLN (15) McGillvra; 113,242

Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
*WTLC (*12), 11/4/53-Unknown*

Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,840,000
► WBKB (7) ABC; Blair; 1,840,000
► WGN-TV (9) DuM; Hollingbery; 1,840,000
WHFC-TV (26), 1/8/53-Unknown
WIND-TV (20), 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 1,840,000
WOPT (44) 2/10/54-Unknown
*WTTW (*11) 11/5/53-Fall '54*

Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 35,000

Decatur—
► WTVP (17) ABC, DuM; Bolling; 87,000.

Evanston†—
WTLE (32), 8/12/53-Unknown

Harrisburg†—
► WSIL-TV (22) ABC; Walker; 30,000

Joliet†—
WJOL-TV (43) Holman; 8/21/53-Unknown

Peoria—
► WEEK-TV (43) ABC, CBS, NBC, DuM; Headley-Reed; 152,418
► WTVH-TV (19) ABC, DuM; Petry; 130,000

Quincy† (Hannibal, Mo.)—
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 116,000
► KHQA-TV (7) See Hannibal, Mo.

Rockford—
► WREX-TV (13) ABC, CBS; H-R; 201,962
► WTVO (39) NBC, DuM; Weed; 94,800

Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 264,811

Springfield—
► WICS (20) ABC, NBC, DuM; Young; 81,000

INDIANA

Bloomington—
► WTTV (4) ABC, CBS, NBC, DuM; Meeker 549,284 (also Indianapolis)

Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 118,000

Evansville†—
► WFIE (62) ABC, NBC, DuM; Venard; 59,000
► WEHT (50) See Henderson, Ky.

Fort Wayne—
► WKJG-TV (33) ABC, CBS, NBC, DuM; Raymer; 93,657
Anthony Wayne Bcstg Co. (69), Initial Decision 10/27/53

Indianapolis—
► WFBM-TV (6), ABC, CBS, DuM; Katz; 662,000
► WISH-TV (8) CBS; Bolling
► WTTV (4) See Bloomington

LaFayette†—
► WFAM-TV (59) DuM; Rambeau; 57,650

Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 71,300

Notre Dame (South Bend)†—
Michiana Telecasting Corp. (46) Initial Decision 7/27/54

Princeton†—
WRAY-TV (52) See footnote (d)

South Bend—
► WSBT-TV (34) CBS, DuM; Raymer; 111,023

Terre Haute†—
► WTHI-TV (10) CBS, DuM; Bolling

Waterloo† (Fort Wayne)—
WINT (15) 4/6/53-9/1/54

IOWA

Ames—
► WOI-TV (5) ABC, CBS, DuM; Weed; 240,000

Cedar Rapids—
► KCRI-TV (9) ABC, DuM; Venard; 116,444
► WMT-TV (2) CBS; Katz; 234,850

Davenport (Moline, Rock Island)—
► WOC-TV (6) NBC; Free & Peters; 264,811

Des Moines—
► KGTV (17) ABC; Hollingbery; 76,000
► WHO-TV (13) NBC; Free & Peters; 236,000

Fort Dodge†—
► KQTV (21), Pearson; 42,100

Mason City†—
► KGLO-TV (3) CBS, DuM; Weed; 92,412

Sioux City—
KCTV (36), 10/30/52-Unknown
► KVTV (9) ABC, CBS, NBC, DuM; Katz; 113,294
KTIV (4) NBC; Hollingbery; 1/21/54-9/15/54

Waterloo—
► KWWL-TV (7) NBC, DuM; Headley-Reed; 106,230

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

KANSAS

Great Bend†—
KCKT (2) 3/3/54-Unknown
Hutchinson—
►KTVH (12) ABC, CBS, DuM; H-R; 140,344
Manhattan†—
*KSAC-TV (*8), 7/24/53-Unknown*
Pittsburg†—
►KOAM-TV (7) ABC, NBC, DuM; Katz; 63,678
Topeka—
KTKA (42), 11/5/53-Unknown
►WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 54,481
Wichita—
KAKE-TV (10) Hollingbery; 4/1/54-Sept. '54
►KEDD (16) ABC, NBC; Petry; 101,292

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown
Henderson† (Evansville, Ind.)—
►WEHT (50) CBS; Meeker; 53,161
Lexington†—
WLAP-TV (27) 12/3/53-See footnote (c)
WLEX-TV (18) Forjoe; 4/13/54-11/1/54
Louisville—
►WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 369,634
►WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b).
WKLO-TV (21) See footnote (d)
WQXL-TV (41) Forjoe; 1/15/53-Summer '54
Newport†—
WNOP-TV (74) 12/24/53-Unknown

LOUISIANA

Alexandria†—
KALB-TV (5) Weed; 12/30/53-9/1/54
Baton Rouge—
►WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 49,000
WBRZ (2) Hollingbery; 1/28/54-1/1/55
Lafayette†—
KVOL-TV (10) 9/16/53-Unknown
KLFY-TV (10) Rambeau; 9/16/53-Unknown
Lake Charles†—
KPLC-TV (7) Weed; 11/12/53-9/1/54
►KTAG (25) CBS, ABC, DuM; Young; 17,000
Monroe—
►KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 145,700
KFAZ (43) See footnote (d)
New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late '54
WCNO-TV (32) Forjoe; 4/2/53-Nov. '54
►WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 258,412
►WJMR-TV (61) ABC, CBS, DuM; McGillvra; 65,691
WTLO (20), 2/26/53-Unknown
Shreveport—
►KSLA (12) ABC, CBS, NBC, DuM; Raymer; 49,100
Shreveport Tv Co. (12) 6/7/54-See footnote (e)
KTBS Inc. (3) Initial Decision 6/11/54

MAINE

Bangor†—
►WABI-TV (5) ABC CBS, NBC, DuM; Hollingbery; 71,345
WTWO (2) 5/5/54-Unknown
Lewiston—
►WLAM-TV (17) DuM; Everett-McKinney; 20,039
Poland†—
WMTW (8) ABC, CBS; 7/8/53-Aug. '54
Portland—
►WCSH-TV (6) NBC; Weed; 116,627
►WGAN-TV (13) ABC, CBS; Avery-Knodel
►WPMT (53) DuM; Everett-McKinney; 44,200

MARYLAND

Baltimore—
►WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 552,235
►WBAL-TV (11) NBC; Petry; 552,235
WITH-TV (72) Forjoe; 12/18/52-Fall '54
►WMAR-TV (2) CBS; Katz; 552,235
WTLF (18) 12/9/53-Summer '54
Cumberland†—
WTBO-TV (17) 11/12/53-Unknown
Salisbury†—
►WBOC-TV (16) Burn-Smith

MASSACHUSETTS

Adams (Pittsfield)†—
►WMGT (74) ABC, DuM; Walker; 135,451
Boston—
►WBZ-TV (4) NBC; Free & Peters; 1,191,210
*WGBH-TV (*2) 7/16/53-10/1/54*
WJDW (44) 8/12/53-Unknown
►WNAC-TV (7) ABC, CBS, DuM; H-R; 1,191,210
Brockton†—
WHEF-TV (62), 7/30/53-Fall '54
Cambridge (Boston)—
►WTAO-TV (56) ABC, DuM; Everett-McKinney; 125,000
Springfield—
►WHYN-TV (55) CBS, DuM; Branham; 136,000
►WWLP (61) ABC, NBC; Hollingbery; 140,000
Worcester—
WAAB-TV (20) 8/12/53-Aug. '54
►WWOR-TV (14) ABC, DuM; Raymer; 54,250

MICHIGAN

Ann Arbor—
►WPAG-TV (20) DuM; Everett-McKinney; 19,800
*WUOM-TV (*26), 11/4/53-Unknown*
Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Summer '54
WBKZ (64) see footnote (d)
Bay City (Midland, Saginaw)—
►WNEM-TV (5) NBC, DuM; Headley-Reed; 289,793
Cadillac†—
►WWTV (13) ABC, CBS, DuM; Weed; 47,699
Detroit—
WCIO-TV (62), 11/19/53-Unknown
►WJBK-TV (2) CBS, DuM; Katz; 1,468,407
►WWJ-TV (4) NBC; Hollingbery; 1,286,822
►WXYZ-TV (7) ABC; Blair; 1,308,200
*WTVS (*56) 7/14/54-Late '54*
Booth Radio & Tv Stations Inc. (50) Initial Decision 8/3/54
East Lansing†—
►WKAR-TV (*60)
Flint—
WJRT (12) 5/12/54-Unknown
Grand Rapids—
►WOOD-TV (8) ABC, CBS, NBC, DuM; Katz; 444,502
Peninsular Broadcasting Co. (23) Initial Decision 7/30/54
Kalamazoo—
►WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 504,123
Lansing—
►WILS-TV (54) Venard; 51,000
►WJIM-TV (6) ABC, CBS, NBC; H-R; 396,102
Marquette†—
WAGE-TV (6) 4/7/54-Oct. '54
Muskegon†—
WTVM(35), 12/23/52-Unknown
Saginaw (Bay City, Midland)—
►WKNX-TV (57) ABC, CBS; Gill-Perna; 100,000
WSBM-TV (51), 10/29/53-Unknown
Traverse City †—
►WPBN-TV (7) NBC; Holman

MINNESOTA

Austin—
►KMMT (6) ABC, DuM; Pearson; 92,869
Duluth† (Superior, Wis.)—
►KDAL-TV (3) ABC, NBC; Avery-Knodel; 56,500
WFTV (38) See footnote (d)
►WDSM-TV (6). See Superior, Wis.
Hibbing†—
KHTV (10), 1/13/54-Unknown
Minneapolis (St. Paul)—
KEYD-TV (9) 6/10/54-1/1/55
►WCCO-TV (4) CBS; Free & Peters; 467,300
►WTCN-TV (11) ABC, DuM; Blair; 454,863
Rochester—
►KROC-TV (10) NBC; Meeker; 76,648
St. Paul (Minneapolis)—
►KSTP-TV (5) NBC; Petry; 477,000
►WMIN-TV (11) ABC, DuM; Blair; 460,100

MISSISSIPPI

Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54
Columbus†—
Birney Imes Jr. (4) 7/28/54-Spring '55
Jackson—
►WJTV (25) CBS, DuM; Katz; 50,224
►WLBT (3) NBC; Hollingbery; 87,085
►WSLI-TV (12) ABC; Weed; 80,000
Meridian†—
WCOC-TV (30) See footnote (d)
►WTOK-TV (11) ABC, CBS, NBC, DuM, Headley-Reed; 44,300

MISSOURI

Cape Girardeau†—
KFVS-TV (12) CBS; Pearson; 10/14/53-Unknown
KGMO-TV (18), 4/16/53-Unknown
Clayton†—
KFUO-TV (30), 2/5/53-Unknown

look at...and love

KNOE-TV

Yes, owners of 145,700 TV sets in Arkansas, Louisiana and Mississippi indicate more every day that KNOE-TV is considered their home station. Our coverage area includes 1,664,000 people with spendable industrial and agricultural income of $1,591,352,000. As more and more industry moves South, there's spectacular growth in this rich 3-state market, and it's a consistent, sound growth. Schedules on KNOE-TV will help your sales keep pace with this spectacular growth. Call us or H-R Television, Inc.

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Paul Goldman

Vice President & Gen'l Manager

A JAMES A. NOE STATION

Columbia—
► KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 49,595

Festus†—
KACY (14) See footnote (d)

Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 117,776
► WGEM-TV (10) See Quincy, Ill.

Jefferson City†—
KRCG (13) 6/10/54-Unknown

Joplin†—
KSWM-TV (12) CBS; Venard; 12/23/53-8/15/54

Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 402,796
► KMBC-TV (9) CBS; Free & Peters; 402,796
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 402,796

Kirksville†—
KTVO (3) 12/16/53-8/16/54

St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 106,735

St. Louis—
KETC (*) 5/7/53-Unknown
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls; 650,360
► KSTM-TV (36) ABC; H-R; 215,000
► KWK-TV (4) CBS; Katz
WIL-TV (42), 2/12/53-Unknown
KACY (14) See Festus
► WTVI (54) See Belleville, Ill.

Sedalia†—
► KDRO-TV (6) Pearson

Springfield—
► KTTS-TV (10) CBS, DuM; Weed; 48,456
► KYTV (3) ABC, NBC; Hollingbery; 46,080

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 15,000

Butte†—
► KOPR-TV (4) CBS, ABC; Hollingbery; 7,000
► KXLF-TV (6). No estimate given.

Great Falls†—
► KFBB-TV (5) CBS, ABC, DuM; Headley-Reed; 11,000

Missoula†—
► KGVO-TV (13) ABC, CBS, DuM; Gill-Perna; 10,000

NEBRASKA

Holdrege (Kearney)—
► KHOL-TV (13) CBS, DuM; Meeker; 38,853

Lincoln—
KFOR-TV (10) See footnote (d)
► KOLN-TV (12) ABC, CBS, DuM; Avery-Knodel; 94,150

Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 283,150
► WOW-TV (6) DuM, NBC; Blair; 246,909

NEVADA

Henderson†—
KLRJ-TV (2) Pearson 7/2/54-12/1/54

Las Vegas†—
► KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 14,925

Reno—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 15,428

1-2 sales punch
in WESTERN MONTANA
RADIO CBS KGVO 5000 WATTS
GILL-PERNA, reps.
KGVO TV 60,000 WATTS
MISSOULA, MONTANA

NEW HAMPSHIRE

Keene†—
WKNE-TV (45), 4/22/53-Unknown

Manchester†—
► WMUR-TV (9) ABC, DuM; Weed; 235,000

Mt. Washington†—
WMTW (8) See Poland, Me.

NEW JERSEY

Asbury Park†—
► WRTV (58) 107,000

Atlantic City—
WFPG-TV (46) See footnote (d)
WOCN (52), 1/8/53-Unknown

Camden†—
WKDN-TV (17), 1/28/54-Unknown

Newark (New York City)—
► WATV (13) Weed; 4,150,000

New Brunswick†—
*WTLV (*19), 12/4/52-Unknown*

NEW MEXICO

Albuquerque†—
► KGGM-TV (13) CBS; Weed; 43,797
► KOAT-TV (7) ABC, DuM; Hollingbery; 40,000
► KOB-TV (4) NBC; Branham; 43,797

Roswell†—
► KSWS-TV (8) ABC, CBS, NBC, DuM; Meeker; 22,418

NEW YORK

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, CBS, DuM; Bolling; 95,877
*WTVZ (*17), 7/24/52-Unknown*

Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 292,220
*WQTV (*46), 8/14/52-Unknown*

Bloomingdale† (Lake Placid)—
WIRI (5) 12/2/53-10/1/54

Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 410,201. See footnote (a).
► WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 150,000
WGR-TV (2) NBC; Headley-Reed; 4/7/54-8/14/54
*WTVF (*23) 7/24/52-Unknown*

Carthage† (Watertown)—
WCNY-TV (7) ABC, CBS; Weed; 3/3/54-9/26/54

Elmira—
WECT (18) See footnote (d)
► WTVE (24) ABC, CBS, NBC, DuM; Forjoe; 31,500

Ithaca†—
WHCU-TV (20) CBS; 1/8/53-November '54
*WIET (*14), 1/8/53-Unknown*

Kingston—
► WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker 9,600

New York—
► WABC-TV (7) ABC; Petry; 4,180,000
► WABD (5) DuM; Avery-Knodel; 4,180,000
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,180,000
► WNBT (4) NBC; NBC Spot Sls.; 4,180,000
► WOR-TV (9) WOR; WOR-TV Sls.; 4,180,000
► WPIX (11) Free & Peters; 4,180,000
► WATV (13) See Newark, N. J.
*WGTV (*25). 8/14/52-Unknown*
WNYC-TV (31) 5/12/54-Unknown

Rochester—
WCBF-TV (15), 6/10/53-Unknown
► WHAM-TV (5) NBC; Hollingbery; 252,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 210,000
WRNY-TV (27), 4/2/53-Unknown
*WROH (*21), 7/24/52-Unknown*
► WVET-TV (10) ABC, CBS; Bolling; 210,000

Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.; 371,000
► WTRI (35) CBS; Headley-Reed; 93,515

Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 345,000
*WHTV (*43). 9/18/52-Unknown*
► WSYR-TV (3) NBC; Headley-Reed; 344,242

Utica—
WFRB (19), 7/1/53-Unknown
► WKTV (13) ABC, CBS, NBC, DuM; Cooke. 143,000

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

NORTH CAROLINA

Asheville†—
► WISE-TV (62) ABC, CBS, NBC, DuM; Bolling; 29,950
WLOS-TV (13) ABC, DuM; Venard; 12/9/53-8/28/54

Chapel Hill†—
*WUNC-TV (*4), 9/30/53-September '54*

Charlotte—
► WAYS-TV (36) ABC, NBC, DuM; Bolling; 51,249
► WBTV (3) CBS, NBC, DuM; CBS Spot Sls.; 407,222

Durham†—
WTVD (11) NBC; Headley-Reed; 1/21/54-Sept. '54

Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown

Gastonia†—
WTVX (48) 4/7/54-Summer '54

Greensboro—
WCOG-TV (57) ABC; Bolling; 11/20/52-Unknown
► WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 233,474

Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson; 63,676

Raleigh—
►WNAO-TV (28) ABC, CBS, NBC, DuM; Avery-Knodel; 71,300

Wilmington†—
► WMFD-TV (6) ABC, NBC; Weed; 31,076
WTHT (3) 2/17/54-Aug. '54

Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 218,599
► WTOB-TV (26) ABC, DuM; H-R; 57,300

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) CBS, NBC, DuM; Blair; 6,12

Fargo†—
► WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 42,260

Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown

Minot†—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed 22,680

Valley City†—
► KXJB-TV (4) CBS; Weed

OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 148,710

Ashtabula†—
► WICA-TV (15) 20,000

Cincinnati—
► WCET (*48)
► WCPO-TV (9) ABC, DuM; Branham; 500,000
► WKRC-TV (12) CBS; Katz; 525,000
► WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-October '54

Cleveland—
WERE-TV (65) 6/18/53-Unknown
► WEWS (5) CBS; Branham; 1,039,216
► WNBK (3) NBC; NBC Spot Sls; 1,045,000
► WXEL (8) ABC, CBS, DuM; Katz; 823,629
WHK-TV (19) 11/25/53-Unknown

Columbus—
► WBNS-TV (10) CBS; Blair; 307,000
► WLWC (4) NBC; WLW Sls.; 307,000
*WOSU-TV (*34), 4/22/53-Unknown*
► WTVN-TV (6) ABC, DuM; Katz; 381,451

Dayton—
► WHIO-TV (7) CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (d)
► WLWD (2) ABC, NBC; WLW Sls; 320,000

Elyria†—
WEOL-TV (31) 2/11/54-Fall '54

Lima—
WIMA-TV (35) Weed; 12/4/52-Summer '54
► WLOK-TV (73) NBC; H-R; 60,881

Mansfield†—
WTVG (36) 6/3/54-Unknown

Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown

Steubenville—
► WSTV-TV (9) CBS; Avery-Knodel; 1,083,900

Toledo—
► WSPD-TV (13) ABC, CBS, NBC, DuM; Katz 286,382

Youngstown—
► WFMJ-TV (21) NBC; Headley-Reed; 80,850
► WKBN-TV (27) ABC, CBS, DuM; Raymer. 131,838

Zanesville—
► WHIZ-TV (50) ABC, CBS, NBC, DuM; Pearson; 35,306

OKLAHOMA

Ada†—
►KTEN (10) ABC; Venard; 175,632

Ardmore†—
KVSO-TV (12) 5/12/54-Unknown

Enid†—
►KGEO-TV (5) ABC; Pearson

Lawton†—
►KSWO-TV (7) DuM; Everett-McKinney; 52,348

Miami†—
KMIV (58), 4/22/53-Unknown

Muskogee†—
KTVX (8) ABC, DuM; Avery-Knodel; 4/7/54-9/1/54

Oklahoma City—
►KMPT (19) DuM; Bolling; 98,267
►KTVQ (25) ABC, NBC; H-R; 121,774
►KWTV (9) CBS, DuM; Avery-Knodel; 256,102
►WKY-TV (4) ABC, NBC; Katz; 274,445
*KETA (*13) 12/2/53-Unknown*

Tulsa—
►KCEB (23) NBC, DuM; Bolling; 98,513
►KOTV (6) ABC, CBS, NBC, DuM; Petry; 229,100
KSPG (17) 2/4/54-Unknown
KVOO-TV (2) 7/8/54-Unknown
*Oklahoma Educational Tv Authority (*11). 7/21/54-Unknown*

OREGON

Eugene—
►KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 24,000

Medford—
►KBES-TV (5) ABC, CBS, NBC, DuM; Blair; 20,900

Portland—
►KOIN-TV (6) ABC, CBS; Avery-Knodel; 182,283
►KPTV (27) ABC, NBC, DuM; NBC Spot Sls.; 179,546
Oregon Tv Inc. (12) ABC; Hollingbery; 7/22/54-Unknown
North Pacific Tv Inc. (8) Initial Decision 6/16/54

Salem†—
KSLM-TV (3), 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
WFMZ-TV (67) Avery-Knodel; 7/16/53-Summer '54
WQCY (39) Weed; 8/12/53—Unknown

Altoona—
►WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 428,774

Bethlehem—
►WLEV-TV (51) NBC; Meeker, 76,492

Chambersburg†—
WCHA-TV (46) See Footnote (d)

Easton—
►WGLV (57) ABC, DuM; Headley-Reed; 75,410

Erie—
►WICU (12) ABC, NBC, DuM; Petry; 208,500
►WSEE (35) CBS; Avery-Knodel; 26,269
WLEU-TV (66) 12/31/53-Unknown

Harrisburg—
WCMB-TV (27) Cooke; 7/24/53-8/15/54
►WHP-TV (55) CBS; Bolling; 166,423
►WTPA (71) NBC; Headley-Reed; 166,423

Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown

Johnstown—
►WARD-TV (56) Weed
►WJAC-TV (6) CBS, NBC, DuM; Katz; 773,494

Lancaster—
►WGAL-TV (8) CBS, NBC, DuM; Meeker; 554,914
WWLA (21) Venard; 5/7/53-Fall '54

Lebanon†—
►WLBR-TV (15) Burn-Smith; 170,700

New Castle†—
►WKST-TV (45) DuM; Everett-McKinney; 139,578

Philadelphia—
►WCAU-TV (10) CBS; CBS Spot Sls; 1,843,213
►WFIL-TV (6) ABC, DuM; Katz; 1,833,160
WIBG-TV (23), 10/21/53-Unknown
►WPTZ (3) NBC; Free & Peters; 1,780,046

Pittsburgh—
►WDTV (2) ABC, CBS, NBC, DuM; DuM Spot Sls.; 1,119,210
►WENS (16) ABC, CBS; Petry; 307,149
WKJF-TV (53) See footnote (d)
►WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown

Reading—
►WEEU-TV (33) ABC, NBC; Headley-Reed; 95,000
►WHUM-TV (61) CBS; H-R; 175,000

Scranton—
►WARM-TV (16) ABC; Hollingbery; 160,000
►WGBI-TV (22) CBS; Blair; 165,000
►WTVU (73) Everett-McKinney; 150,424

Sharon†—
WSHA (39) 1/27/54-Unknown

Wilkes-Barre—
►WBRE-TV (28) NBC; Headley-Reed; 163,000
►WILK-TV (34) ABC, DuM; Avery-Knodel; 175,000

Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Summer '54

York—
►WNOW-TV (49) DuM; Forjoe; 87,400
►WSBA-TV (43) ABC; Young; 85,000

RHODE ISLAND

Providence—
►WJAR-TV (10) ABC, NBC, DuM; Weed; 1,120,925
►WNET (16) ABC, CBS, DuM; Raymer; 41,790
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA Sept. 23)

SOUTH CAROLINA

Aiken†—
WAKN-TV (54) 10/21/53-Unknown

Anderson—
►WAIM-TV (40) CBS; Headley-Reed; 48,300

Camden†—
WACA-TV (15) 6/3/53-Unknown

Charleston—
►WCSC-TV (5) ABC, CBS; Free & Peters; 113,048
WUSN-TV (2) NBC, DuM; H-R; 3/25/54-9/26/54

Columbia—
►WCOS-TV (25) ABC; Headley-Reed; 57,700
►WIS-TV (10) NBC; Free & Peters; 107,450
►WNOK-TV (67) CBS, DuM; Raymer; 56,001

Florence†—
WBTW (8) CBS; 11/25/53-9/26/54

Greenville—
►WFBC-TV (4) NBC; Weed; 277,662
►WGVL (23) ABC, DuM; H-R; 75,300

Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Fall '54

SOUTH DAKOTA

Rapid City†—
KTLV (7) 2/24/54-Unknown

Sioux Falls†—
►KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 79,172

TENNESSEE

Chattanooga—
►WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 90,000
Mountain City Tv Inc. (3) Initial Decision 7/5/54

Jackson†—
WDXI-TV (7) Burn-Smith; 12/2/53-Aug. '54

Johnson City—
►WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 68,917

Knoxville—
►WATE (6) ABC, NBC; Avery-Knodel; 81,296
►WTSK (26) CBS, DuM; Pearson; 77,200

Memphis—
►WHBQ-TV (13) CBS; Blair; 285,737
►WMCT (5) ABC, NBC, DuM; Branham; 285,737

Nashville—
►WSIX-TV (8) CBS; Hollingbery; 191,810
►WSM-TV (4) NBC, DuM; Petry; 191,810

Old Hickory (Nashville)—
WLAC-TV (5) CBS; Katz; 8/5/53-8/6/54 (granted STA July 6)

TEXAS

Abilene†—
►KRBC-TV (9) ABC, NBC, DuM; Pearson; 34,803

Amarillo—
►KFDA-TV (10) ABC, CBS; Branham; 52,061
►KGNC-TV (4) NBC, DuM; Katz; 52,061
KLYN-TV (7) 12/11/53-Unknown

Austin—
►KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 80,081

Beaumont†—
►KBMT (31) ABC, NBC, DuM; Forjoe; 28,108
KTRM-TV (6) Initial Decision 7/22/53

Big Spring†—
KBST-TV (4) 7/22/54-Unknown

Corpus Christi†—
►KVDO-TV (22) NBC; Young; 13,950
KTLG (43) 12/9/53-Unknown
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54

Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-Unknown
►KRLD-TV (4) CBS; Branham; 393,971
►WFAA-TV (8) ABC, NBC, DuM; Petry; 398,000

HIGHEST ANTENNA IN THE SOUTH
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ON THE AIR SEPTEMBER 18, 1954

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CHANNEL 13 • Asheville, N. C.

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$2,411,466,000**

170,000 Watts Video—Highest Antenna in the South—6089 feet above sea level

(FCC Maximum at this elevation above terrain)

*A. C. Nielsen Co. Report U. S. Television Ownership by Counties as of November 1, 1953

**Sales Management Survey of Buying Power, May 10, 1954

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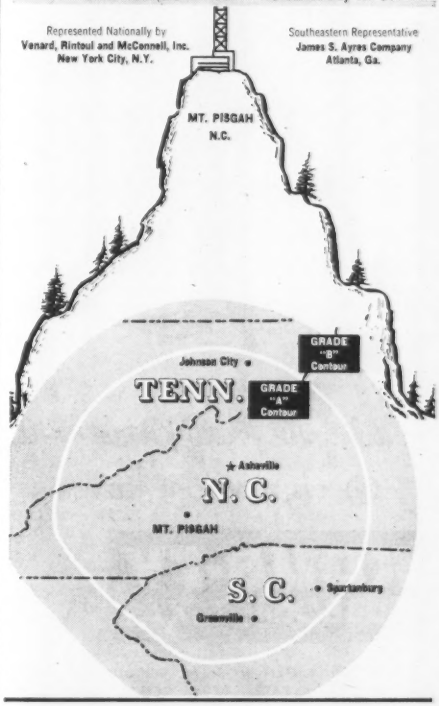
Southeastern Representative James S. Ayres Company Atlanta, Ga.



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11% of the nation's cotton!
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LUBBOCK, TEXAS

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NATL. SALES MGR.: GEORGE COLLIE

FOR THE RECORD

El Paso—
► **KROD-TV (4) ABC, CBS, DuM; Branham; 53,684**
► **KTSM-TV (9) NBC; Hollingbery; 41,229**
KELP-TV (13) Forjoe; 3/18/54-Sept. '54

Ft. Worth—
► **WBAP-TV (5) ABC, NBC; Free & Peters; 378,650**

Galveston—
► **KGUL-TV (11) ABC, CBS, DuM; CBS Spot Sls.; 300,000**

Harlingen† (Brownsville, McAllen, Weslaco)—
► KGBT-TV (4) ABC, CBS, DuM; Pearson; 37,280

Houston—
KNUZ-TV (39) See footnote (d)
► KPRC-TV (2) NBC; Petry; 353,000
KTLK (13) 2/23/54-Unknown
KTVP (23) 1/8/53-Unknown
► **KUHT (*8) 281,500**
KXYZ-TV (29) 6/18/53-Unknown

Longview†—
► KTVE (32) Forjoe; 23,076

Lubbock—
► KCBD-TV (11) ABC, NBC, Pearson; 57,394
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 57,394
KFYO-TV (5) Katz; 5/7/53-Unknown

Midland—
► **KMID-TV (2) ABC, CBS, NBC, DuM; Venard; 35,350**

San Angelo—
► **KTXL-TV (8) CBS; Venard; 28,035**

San Antonio—
KALA (35) 3/26/53-Unknown
► KGBS-TV (5) ABC, CBS, DuM; Katz; 200,702
► WOAI-TV (4) NBC; Petry; 200,702
KCOR-TV (41) O'Connell; 5/12/54-11/1/54

Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown

Temple—
► KCEN-TV (6) NBC; Hollingbery; 82,897

Texarkana (also Texarkana, Ark.)—
► **KCMC-TV (6) ABC, CBS, DuM; Venard; 81,124**

Tyler†—
► **KETX (19) CBS, NBC, DuM; Pearson; 28,405**
KLTV (7) 1/27/54-Fall '54

Victoria†—
KNAL (19) Best; 3/26/53-Unknown

Waco†—
► KANG-TV (34) ABC, DuM; Pearson; 40,525

Weslaco† (Brownsville, Harlingen, McAllen)—
► KRGV-TV (5) NBC; Raymer; 37,280

Wichita Falls—
► **KFDX-TV (3) ABC, NBC; Raymer; 67,003**
► **KWFT-TV (6) CBS, DuM; Blair; 85,300**

UTAH

Provo†—
KOVO-TV (11) 12/2/53-Unknown

Salt Lake City—
► **KSL-TV (5) ABC, CBS, DuM; CBS Spot Sls.; 163,200**
► KTVT (4) NBC; Blair; 163,200
KUTV (2) ABC; Hollingbery; 3/26/53-8/15/54

VERMONT

Montpelier†—
WMVT (3) CBS; Weed; 3/12/54-9/15/54

VIRGINIA

Danville†—
► WBTM-TV (24) ABC; Gill-Perna; 21,545

Hampton (Norfolk)—
► **WVEC-TV (15) NBC; Rambeau; 100,300**

Harrisonburg†—
► **WSVA-TV (3) ABC, CBS, NBC, DuM; Devney; 85,304**

Lynchburg—
► **WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 113,440**

Newport News—
► WACH-TV (33) Avery-Knodel

Norfolk—
► WTAR-TV (3) ABC, CBS, DuM; Petry; 325,987
► WTOV-TV (27) ABC, DuM; Forjoe; 105,200
► WVEC-TV (15) See Hampton

Petersburg†—
Southside Virginia Telecasting Corp. (8) Initial Decision 5/25/54

Richmond—
WOTV (29) 12/2/53-Unknown
► WTVR (6) NBC; Blair; 455,154

Roanoke—
► **WSLS-TV (10) ABC, CBS, NBC; Avery-Knodel; 264,645**

WASHINGTON

Bellingham†—
► KVOS-TV (12) DuM; Forjoe; 68,216

Seattle—
► KING-TV (5) ABC; Blair; 358,600
► KOMO-TV (4) NBC; Hollingbery; 358,600
KCTS (*9) 12/23/53-12/1/54
KCTL (20) 4/7/54-Unknown

Spokane—
► KHQ-TV (6) ABC, NBC; Katz; 78,030
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 76,679
Louis Wasmer (2) 3/18/54-10/1/54

Tacoma—
► KMO-TV (3) Branham; 351,100
► KTNT-TV (11) CBS, DuM; Weed; 358,600

Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown

Yakima—
► **KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 25,056**

WEST VIRGINIA

Charleston†—
► WKNA-TV (49) ABC; Weed; 40,100
WCHS-TV (8) CBS, DuM; Branham; 2/11/54-8/12/54 (granted STA June 17)

Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-9/1/54

Fairmont†—
► **WJPB-TV (35) ABC, NBC, DuM; Gill-Perna; 34,500**

Huntington—
► WSAZ-TV (3) ABC, NBC, DuM; Katz; 432,250
Greater Huntington Radio Corp. (13) Initial Decision 7/30/54

Oak Hill (Beckley)†—
WOAY-TV (4) 6/2/54-Unknown

Parkersburg†—
► WTAP (15) ABC, DuM; Forjoe; 30,000

Wheeling—
WLTV (51) 2/11/53-Unknown
► WTRF-TV (7) ABC, NBC; Hollingbery; 281,811

WISCONSIN

Eau Claire†—
► **WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 55,700**

Green Bay—
► **WBAY-TV (2) ABC, CBS, NBC, DuM; Weed; 195,670**
WFRV-TV (5) 3/10/54-Unknown

La Crosse†—
► WKBT (8) CBS, NBC, DuM; Raymer
WTLB (38) 12/16/53-Unknown

Madison—
► **WHA-TV (*21)**
► WKOW-TV (27) CBS; Headley-Reed; 52,500
► WMTV (33) ABC, NBC, DuM; Meeker; 55,500
Badger Television Co. (3) Initial Decision 7/31/54

Marinette† (Green Bay)—
WMBV-TV (11) NBC; George Clark; 11/18/53-9/12/54

Milwaukee—
► WCAN-TV (25) CBS; Rosenman; 365,750
► WOKY-TV (19) ABC, DuM; Gill-Perna; 323,054
► **WTMJ-TV (4) ABC, NBC, DuM; Harrington, Righter & Parsons; 681,953**
WTVW (12) 6/11/54-Unknown

Neenah†—
► WNAM-TV (42) ABC; George Clark

Superior† (Duluth, Minn.)—
► WDSM-TV (6) CBS, DuM; Free & Peters; 57,300
► **KDAL-TV (3). See Duluth, Minn.**

Wausau†—
WOSA-TV (16) 2/10/54-Unknown
WSAU-TV (7) Meeker; 5/12/54-Sept. '54

WYOMING

Cheyenne†—
► KFBC-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 46,100

ALASKA

Anchorage†—
► **KFIA (2) ABC, CBS; Weed; 9,000**
► KTVA (11) NBC, DuM; Feltis; 9,500

Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Unknown

HAWAII

Honolulu†—
► **KGMB-TV (9) CBS; Free & Peters; 57,000**
► KONA (11) NBC, DuM; NBC Spot Sls; 56,000
► **KULA-TV (4) ABC; Headley-Reed; 58,000**

PUERTO RICO

San Juan†—
▶ **WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks**
▶ **WKAQ-TV (2) CBS; Inter-American; 30,000**

CANADA

Hamilton†—
▶ CHCH-TV (10)

Kitchener†—
▶ CKCO-TV (13) ABC, CBS, NBC, DuM; Hardy, Weed; 50,000

London†—
▶ CFPL-TV (10) CBS; All-Canada, Weed; 65,000

Montreal—
▶ **CBFT (2) 201,433**
▶ **CBMT (6) 201,433**

Ottawa—
▶ CBOT (4) 10,100

Quebec City†—
▶ CFCM-TV (4)

St. John, N. B.—
▶ **CHSJ-TV (4) CBS**

Sudbury†—
▶ CKSO-TV (5) ABC, CBS, NBC, DuM; All-Canada, Weed; 7,822
7,326

Toronto—
▶ CBLT (9) 222,500

Vancouver—
▶ CBUT (2) CBS

Winnipeg†—
▶ CBWT

MEXICO

Juarez† (El Paso, Tex.)—
▶ XEJ-TV (5) National Time Sales; 20,000 (Spanish-family owned).

Tijuana† (San Diego)—
▶ **XETV (6) Weed; 241,000**

Total stations on air in U. S. and possessions: 390; total cities with stations on air: 264. Both **totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets** that are operating. Total sets in use 31,682,451.

*** Indicates educational stations.**

† Cities NOT interconnected with AT&T.

(a) Figure does not include 325,748 sets which **WBEN-TV Buffalo reports it serves in Canada.**

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.

(c) President Gilmore N. Nunn announced that construction of WLAP-TV has been temporarily suspended [B•T, Feb. 22]. CP has not been surrendered.

(d) The following stations have suspended regular operations, but have not turned in CP's: WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; KDZA-TV Pueblo, Colo.; WRAY-TV Princeton, Ind.; WKLO-TV Louisville, Ky.; KFAZ (TV) Monroe, La.; WBKZ (TV) Battle Creek, Mich.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KACY (TV) Festus, Mo.; KFOR-TV Lincoln, Neb.; WFPG-TV Atlantic City, N. J.; WECT (TV) Elmira, N. Y.; WIFE (TV) Dayton, Ohio; WCHA-TV Chambersburg, Pa.; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.

(e) Shreveport Tv Co. has received final grant for ch. 12, but has not, as yet, assumed operation of KSLA (TV), licensed by the Interim Tv Corp.

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UPCOMING

AUGUST

Aug. 9 (week of): International Alliance of Theatrical Stage Employes, Netherlands Plaza Hotel, Cincinnati.

Aug. 9-10: BMI tv clinic, Hotel Statler, Los Angeles.

Aug. 21: Oklahoma chapter, American Women in Radio & Tv, Hotel Tulsa, Tulsa.

Aug. 21-22: Arkansas Broadcasters Assn., Velda Rose Courts, Hot Springs.

Aug. 22-24: Georgia Assn. of Broadcasters, King & Prince Hotel, St. Simons Island.

Aug. 23: Missouri Broadcasters Assn., Sedalia.

Aug. 23-Sept. 3: National Assn. of Gag Writers, summer conference, New York.

Aug. 25-27: Western Electronic Show & Convention, Ambassador Hotel, Los Angeles.

Aug. 26: Joint meeting, Los Angeles-San Francisco chapters, West Coast Electronics Mfrs. Assn., Statler Hotel, Los Angeles.

Aug. 27-28: West Virginia Assn. of Broadcasters, The Greenbrier, White Sulphur Springs.

Aug. 27-29: Dixie Audio Festival, Henry Grady Hotel, Atlanta, Ga.

Aug. 28-29: Montana Radio Stations Inc., Flathead Lake Lodge, Big Fork.

Aug. 30-Sept. 4: 11th International Workshop in Audio-Visual Education, American Baptist Assembly, Green Lake, Wis.

SPECIAL LISTINGS

BAB Clinics

Aug. 9: Milwaukee, Wis.
Aug. 10: Chicago, Ill.
Aug. 12: Los Angeles, Calif.
Aug. 13: San Francisco, Calif.
Aug. 16: Portland, Ore.
Aug. 17: Seattle, Wash.
Aug. 19: Montana
Aug. 20: Boise, Idaho.
Aug. 23: Salt Lake City, Utah
Aug. 24: Denver, Colo.
Aug. 26: Albuquerque, N. M.
Aug. 27: Wichita, Kan.
Aug. 30: St. Louis, Mo.
Aug. 31: Indianapolis, Ind.

NARTB District Meetings

Sept. 9-10: NARTB Dist. 1, Somerset Hotel, Boston.

Sept. 13-14: NARTB Dist. 2, Lake Placid Inn, Lake Placid, N. Y.

Sept. 16-17: NARTB Dist. 3, William Penn Hotel, Pittsburgh.

Sept. 20-21: NARTB Dist. 4, Cavalier Hotel, Virginia Beach, Va.

Sept. 23-24: NARTB Dist. 5, Daytona Plaza, Daytona Beach, Fla.

Sept. 27-28: NARTB Dist. 6, Lafayette Hotel, Little Rock, Ark.

Sept. 30-Oct. 1: NARTB Dist. 7, Kentucky Hotel, Louisville.

Oct. 4-5: NARTB Dist. 8, Sheraton-Cadillac Hotel, Detroit.

Oct. 7-8: NARTB Dist. 10, Fontenelle Hotel, Omaha.

Oct. 11-12: NARTB Dist. 9, Lake Lawn Hotel, Lake Delavan, Wis.

Oct. 14-15: NARTB Dist. 11, Radisson Hotel, Minneapolis.

Oct. 18-19: NARTB Dist. 17, Davenport Hotel, Spokane.

Oct. 21-22: NARTB Dist. 15, Clift Hotel, San Francisco.

Oct. 25-26: NARTB Dist. 16, Camelback Inn. Phoenix, Ariz.

Oct. 28-29: NARTB Dist. 14, Brown Palace, Denver.

Nov. 4-5: NARTB Dist. 12, Jens Marie Hotel, Ponca City, Okla.

Nov. 9-10: NARTB Dist. 13, Rice Hotel, Houston.

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BIG tv station WTRF-TV in the Wheeling market . . .
BIG IN POWER
operating with 316,000 watts, channel 7, the most powerful TV station in W. Va., Southwestern Penn. and Eastern Ohio.
BIG IN PROMOTION
WTRF-TV program schedules are published regularly in more than 55 newspapers, including 3 daily and 2 Sunday Pittsburgh papers. Consistent promotion for all clients has won for WTRF-TV top prizes for outstanding efforts.
BIG IN PUBLIC PREFERENCE
Latest Telepulse survey in 6 counties adjacent to Wheeling gives WTRF-TV 1st 25 most popular one-a-week shows and 1st 15 most popular multi-weekly shows—plus audience preference in every time category.
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editorials

Free Film Boomerang

THE abundance of "free" films now available to television may be simplifying programming for stations without much money or imagination, but it also is creating a serious problem with which these and all other stations must eventually deal.

The "free" films are mostly produced to obtain television publicity without paying television advertising rates. While some may avoid a direct commercial approach, they all are made with the intention of exploiting a product or a service. By whatever name they are called—publicity, public relations, public information—they are designed to advance the interests of whatever organization pays the production bills.

The question which all telecasters must begin to consider is whether an organization which is willing to pay for the production of a film should not also be asked to pay for the time in which it is telecast. Or, put another way, why should a television station give its time to an organization which is plainly seeking commercial gain?

To be sure, those stations which have a limited program supply have gratefully accepted "free" films as schedule fillers. As a temporary measure to bolster programming, the use of such films may be understandable. But it cannot provide anything but trouble for the long haul.

The more such films that stations use, the more will be produced. The more such films that are produced, the more advertising money will be diverted to their production. The inevitable consequence of such a process will be a diminution of total advertising funds available for conventional timebuying.

Bricker Throws the Brick-Bat

IT'S GOING to be a busy five months ahead for all manner of folks in broadcasting—private as well as government.

While Congress hibernates and electioneers during the balance of 1954, the staff of the Senate Interstate & Foreign Commerce Committee, probably to be headed by former FCC Comr. Robert F. Jones as chief Republican counsel, is going to undertake what ostensibly is to be an investigation of the networks, in pursuance of the Bricker Bill (S 3456). But, the odds are it will become a full-dress inquiry of the FCC, manufacturers, group owners, clear channels, commentators, and "editorializing," with the networks only one facet of the inquisition.

It is evident that Sen. Bricker, of Ohio, as chairman of the full committee, is bent upon pre-empting most of the job previously delegated to the communications subcommittee headed by Sen. Charles Potter, of Michigan, a first-termer who seemed to be making better-than-expected progress in coping with the practically insolvable economic quandary in which uhf stations found themselves.

Whatever the cause, it remains our opinion that this is no time for a fishing expedition into the whole area of broadcast operations and regulation. Sen. Bricker has stated [B•T, Aug. 2] that the committee staff will function during the recess and report to the committee next January. He said he isn't committed to the regulation of radio and television networks and, pending the study, doesn't know whether regulation will be necessary.

The obvious conclusion must be that, under the direction of Mr. Jones, the investigation will have been conducted in private by the time the staff is ready to report. Mr. Jones, as a member of the FCC from 1947 until 1952, found plenty of fault with the networks, group owners, clear channel operators, and was the lone full-tilt dissenter to the final television allocations report.

Small wonder, then, that there was opposition to his appointment, not only by the networks, but by many other entities. They feel he has made up his mind on many of the matters that will come within the purview of his investigative assignment.

Perhaps because of this expressed opposition, Mr. Jones, if appointed, as is now confidently expected, will treat his new assignment with objectivity. If he indulges in "overboard boy" tactics, his impersonal approach will be challenged and his effectiveness destroyed.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"You've shot this entire series of baby food commercials without wedding rings on the mothers' hands!"

As chairman, it is Mr. Bricker's prerogative to name counsel of his own selection. The Democratic minority sought and obtained authority to appoint its own co-counsel. In the words of Sen. Edwin C. Johnson, of Colorado, the ranking minority member, the new counsel will be named if needed to "offset" Mr. Jones.

This has the appearance of an inquiry along partisan lines. If it develops into an imbroglio, with party against party, then all broadcasting and the FCC will be caught in the middle.

We regret this turn of events because we think no good can come of it. But since the deed is done, it is to be hoped that the preliminary investigation will be held within reasonable bounds.

We are not optimistic. Already there are signs that the original intent of the Bricker Bill—study of the networks —is to be exceeded. Mr. Bricker now indicates "all phases" of tv will be covered, and it infers that counsel will lead the way.

Thus, even those few affirmative steps indicated by the Potter subcommittee for immediate relief of uhf may go by the boards. The staff study presumably will take precedence over all else.

Acting Acting Chairman

BEWILDERING, inexplicable, political Washington has been the center of many, many curious things in the lifetime of this nation. But it's hard to think of a situation more incongruous than that on the FCC today.

Rosel H. Hyde, acting chairman, is on a well-earned vacation, the first he has had since he took over the reins 17 months ago. So, by order of seniority, E. M. Webster has become "Acting Acting Chairman."

It happened this way: Mr. Hyde, Republican, and a career official who rose from the ranks, was named chairman (full-fledged) on April 18, 1953, by President Eisenhower. Because of some political abracadabra, the appointment was made for a year. April 18, 1954, came and went. No action from the White House, so Mr. Hyde was elected Acting Chairman by his colleagues under a provision of the statute never before invoked.

Comr. Webster has served as "Acting Chairman" before. But never before in the history of the FCC or any other agency that we know about has there been an "Acting Acting."

Before Mr. Hyde returns from his native Idaho about Sept. 1 we hope the White House gets around to making up its mind.

WBRC-TV

CHANNEL · 6

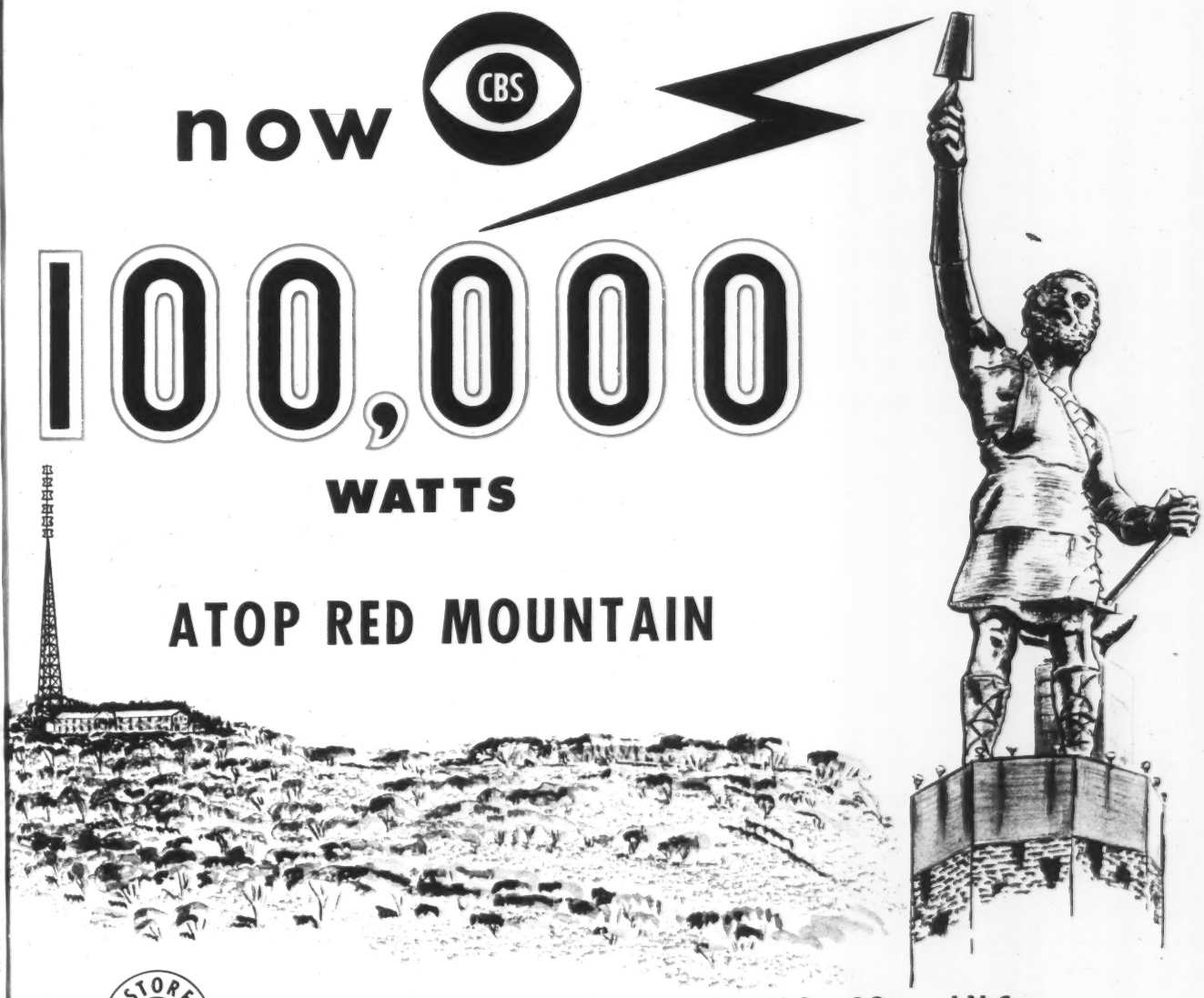
BIRMINGHAM, ALA.

now CBS

100,000

WATTS

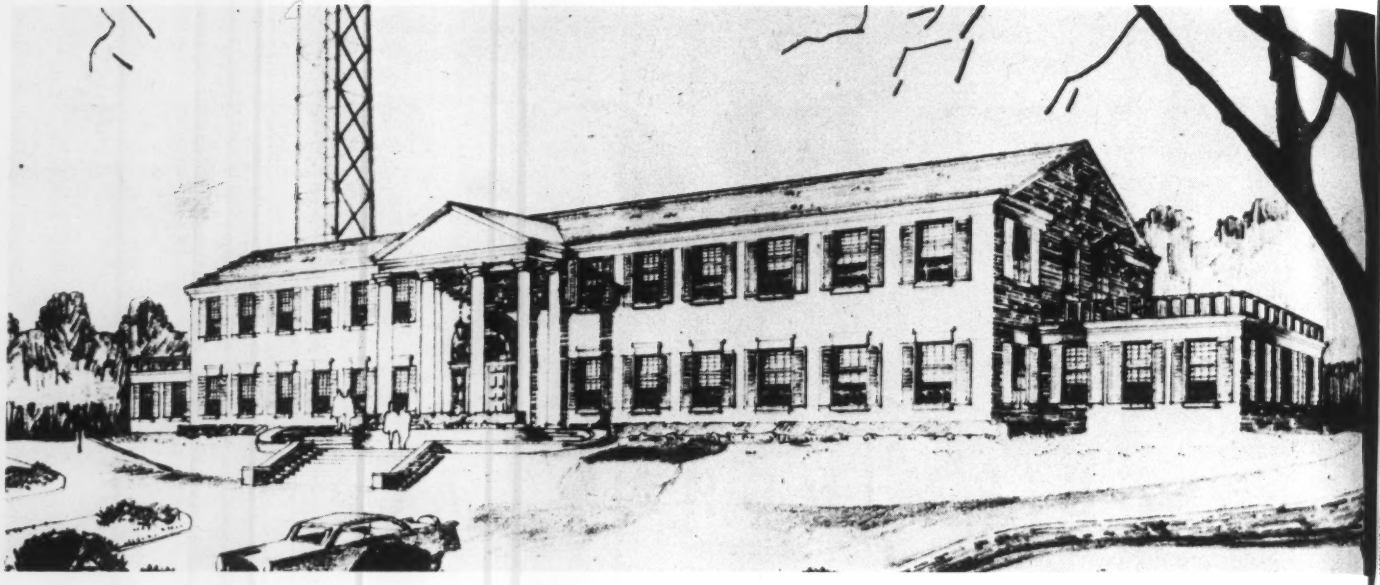
ATOP RED MOUNTAIN



A STORER STATION

BIRMINGHAM BROADCASTING CO., INC.

ESTABLISHED 1949



WBRC-TV OFFICES AND STUDIOS ATOP RED MOUNTAIN

PROGRAMS

Programming in the public interest is more than a "catch" phrase to WBRC-TV. It is their solemn pledge that all programs are dedicated to the people. It is their guarantee to the advertiser that he will have a responsive audience. Local in character, produced with network finess, WBRC-TV programs feature Alabama's greatest array of outstanding personalities.

POWER

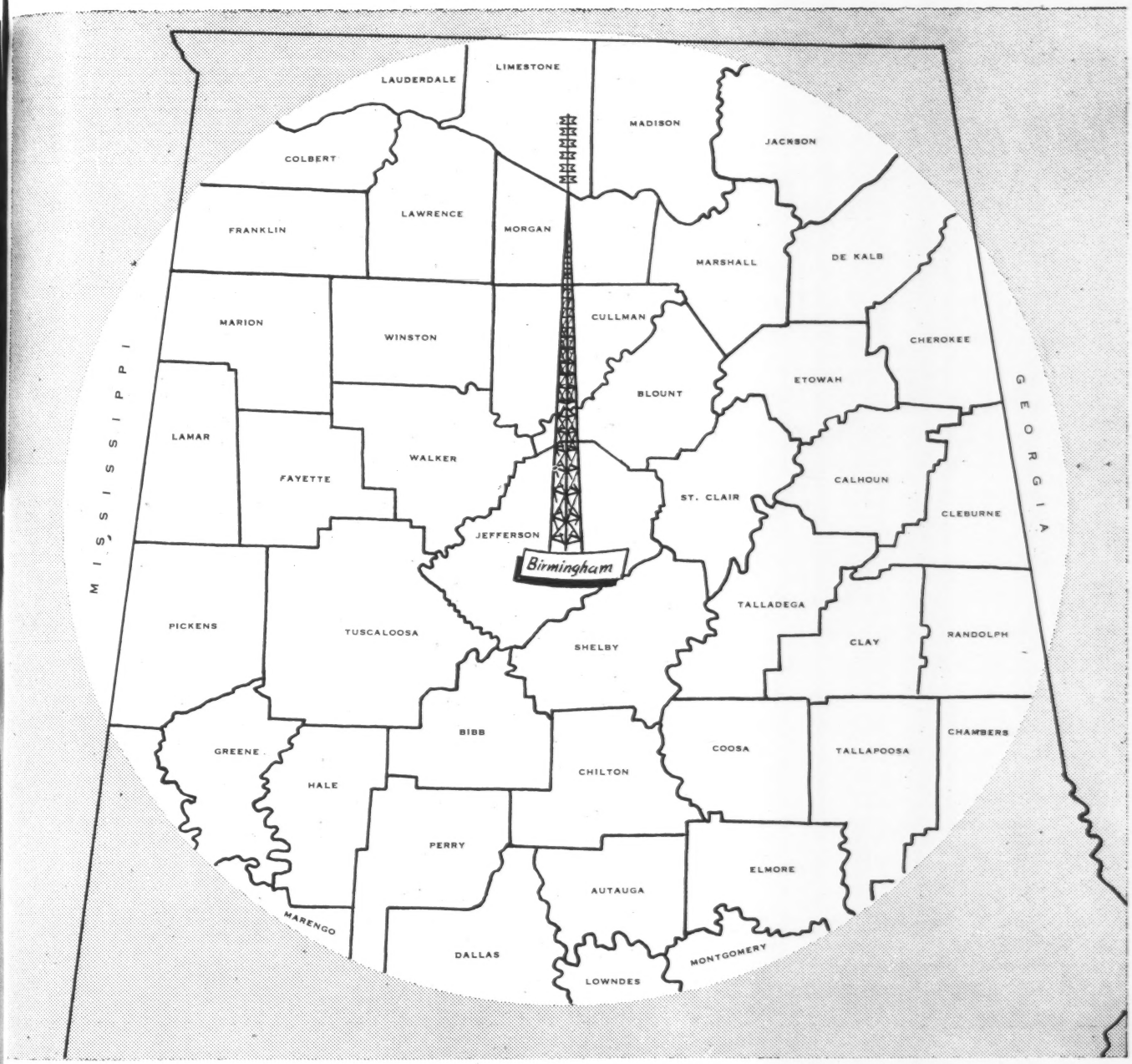
WBRC-TV operates with maximum power of 100,000 watts, on channel 6, high atop Red Mountain, overlooking Birmingham, the crossroads of the industrial South. Thus, maximum power, plus high tower, plus low frequency equals complete coverage. Although mail is regularly received from points far more distant, WBRC-TV projects a clear, powerful picture into all TV homes from Mississippi on the west, to Georgia on the east; and from Huntsville in the north, to below the capital city of Montgomery in the South.

PROMOTION

WBRC-TV has long been acknowledged as one of TV's most aggressive promotion stations. Winner of national awards for outstanding merchandising on behalf of its advertisers, the station's own full-time merchandising department completes the final link in the chain of sales that extends from advertiser-broker-retailer to consumer. All accepted promotion and merchandising devices are used to increase the sale of advertised products, including point-of-purchase displays in the chain stores.

PROGRAM PERSONALITIES

HAPPY HAL BURNS JOAN MEADOWS RICK NELSON BOB BANDY HENRY NORTON MARGO GEORGE SHAF GREGO



Market Data For WBRC-TV's 35 County Coverage*

POPULATION	TV FAMILIES	FOOD SALES	DRUG SALES	RETAIL SALES	E. B. I.
1,936,000	245,080	372,629,000	38,280,000	1,409,568,000	1,986,952,000

*Source: TV Families, "TELEVISION" MAGAZINE; Market Data, Sales Management 1953

PANORAMA OF BIRMINGHAM AT NIGHT

BIRMINGHAM
INDUSTRIAL CENTER OF THE SOUTH

Birmingham, strategically located, is an important distributing center for the southeast. It is served by nine trunkline railroad systems, a water route to the Gulf, several major airlines, and numerous motor freight lines. In Birmingham's wholesale distributing area more than 3,000,000 persons are served with modern lines of dry goods, millinery, drugs, hardware, construction equipment and many other products.

MANUFACTURING

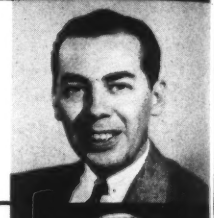
Birmingham has become the manufacturing center of the Southeast in 78 years because of many factors. It lies in the heart of a rich mineral section, the only spot on the globe where coal, iron ore and limestone, the three essentials for making steel, are found together in commercial quantities. Its 920 diversified industries range from chemicals to clothing and from household furniture to heavy machinery.

TRADE

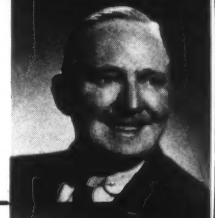
Birmingham's retail district is one of the finest in the South. In just Jefferson County there are 5,250 retail establishments having an annual payroll of over $60,000,000. Retail sales for WBRC-TV's coverage area are almost a billion and a half dollars, for Jefferson County alone they were more than $671,373,000 in 1953. Birmingham is the shopping capital for a radius of 100 miles.

George B. Storer
President,
Storer Broadcasting Co.

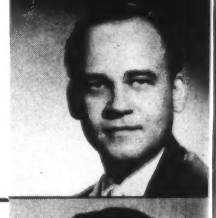
J. Robert Kerns
Vice President,
Managing Director
WBRC-TV



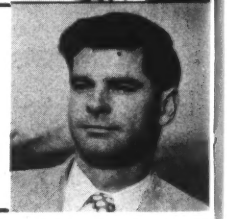
Oliver Naylor
Local
Sales Manager



M. D. Smith
Program
and
Production
Manager



Sterling Madding
Promotion
and
Merchandising
Manager



NATIONAL SALES REPRESENTATIVES; THE KATZ AGENCY, INC.

NATIONAL SALES HEADQUARTERS:

TOM HARKER, V. P., National Sales Director
118 E. 57th St., New York 22, ELdorado 5-7690 ● **BOB WOOD,** Midwest National Sales Mgr.
230 N. Michigan Ave., Chicago 1, Franklin 2-6498

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

THE Beeline

DELIVERS MORE FOR THE MONEY

These five *inland* radio stations, purchased as a unit, give you more listeners than any competitive combination of local stations . . . and in Inland California more listeners than the 2 leading San Francisco stations and the 3 leading Los Angeles stations combined . . . *and at the lowest cost per thousand!* (SAMS and SR&D)

Ringed by mountains, this independent inland market is 90 miles from San Francisco and 113 miles from Los Angeles. The Beeline taps a net effective buying income of almost 5 billion dollars. *(Sales Management's 1954 Copyrighted Survey)*

McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA • Paul H. Raymer Co., National Representative